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who
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himself**

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PUBLICATION	CIRCULATION	% MARKET COVERED*
Boston Herald Traveler Record American (Daily)	424,654	26%
Boston Globe (Morning)	284,660	20%
Boston Globe (Evening)	178,256	14%
TOTAL MARKET COVERED:		60%
Sunday Herald Traveler and Advertiser	521,285	28%
Sunday Globe	591,423	39%
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*Source: U.S. Census estimate (1970) of households in the
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FEBRUARY

- 4-16—API Newspaper Promotion and Public Relations seminar. Columbia University.
- 4-7—SNPA Seminar, The Energy Crisis. University of Miami.
- 8-10—Alabama Press Association. Downtowner Motor Hotel, Montgomery, Ala.
- 8-10—85th Annual California Newspaper Publishers Association meeting. St. Francis Hotel, San Francisco.
- 8-10—Ohio Newspaper Association. Sheraton-Columbus, Columbus.
- 10-13—Inland Daily Press Association Winter meeting. Fairmont Roosevelt Hotel, New Orleans, La.
- 11-14—Southern Classified Advertising Managers. Atlanta Lodge, Cocoa Beach, Fla.
- 15-17—Pennsylvania Society of Newspaper Editors. Seminar on Press and Government. Sheraton Harrisburg Inn, Harrisburg, Pa.
- 16-17—Texas Press Association Advertising conference. Cibola Inn, Arlington.
- 16-17—Oregon Newspaper Publishers Association, University of Oregon School of Journalism Press Conference, Eugene.
- 16-17—Women In Communication, Region 7. Downtown Ramada Inn, Topeka, Kansas.
- 16-18—Mississippi Valley Classified Ad Managers Assoc. and National Telephone Supervisors Clinic. Pick-Congress Hotel, Chicago.
- 18-20—Texas Daily Newspaper Association. Fort Brown Hotel, Brownsville.
- 18-21—ANPA/NPRA Personnel Workshop. Del Webb's Towne House, Phoenix, Ariz.
- 18-March 2—API Managing Editors and News Editors (for newspapers over 50,000 circulation). Columbia University.
- 22-24—South Carolina Press Association. Town House Motor Inn, Columbia.
- 22-24—Northwest Daily Press Association. Hyatt Lodge, Minneapolis.
- 24—Women in Communications, Region 5, Hotel Westward Ho, Phoenix, Ariz.
- 25-27—New York State Publishers Association. Thruway Hyatt House, Albany.

MARCH

- 2-4—Maryland, Delaware, D.C. Press Association convention. Sheraton-Lanham, Washington Beltway.
- 4-6—ANPA Newspaper in the Classroom Conference. Continental Plaza Hotel, Chicago.
- 4-16—API Management and Costs seminar (for newspapers over 75,000 circulation). Columbia University.
- 8-10—Mid-Atlantic Newspaper Mechanical conference. Hilton Hotel, Washington, D.C.
- 8-10—National Newspaper Association Government Affairs conference. Washington, D.C. Hilton.
- 9-10—Mississippi Press Association/Louisiana Press Association Annual Workshop. Prentiss Motel-Scottish Inn, Natchez, Miss.
- 9-11—Northwestern Mechanical Conference. St. Paul Hilton, St. Paul, Minn.
- 15-17—North and East Texas Press Association, Arlington.
- 16-17—Sigma Delta Chi Region 10 Conference, Shelton, Wash.
- 16-18—Advertising Executives Association of Ohio Daily Newspapers. Pick-Ft. Hayes Hotel, Columbus.
- 18-19—New York State Society of Newspaper Editors. Binghamton.
- 18-30—API Classified Advertising Managers seminar, Columbia University.
- 22-23—New Jersey Press Association News-Editorial Institute. Howard Johnson Motor Hotel, Atlantic City.
- 22-24—INPA Promotion/Research Seminar. Ramada Inn, Phoenix.
- 23-24—Hoosier State Press Association. Atkinson Hotel, Indianapolis.
- 25-27—Central States Circulation Managers Association. Marriott Motor Hotel, Chicago.
- 29-31—Tennessee Press Association Advertising conference. Hyatt Regency Hotel, Knoxville.
- 29-31—Pennsylvania Newspaper Publishers Association-Interstate Advertising Managers Association. Sheraton Harrisburg Inn, Harrisburg, Pa.
- 31—Women in Communication, Region 1 meeting. Seattle-Tacoma Airport, Washington.

APRIL

- 1-3—Spring Meeting of ISCMA. Hotel Hershey, Hershey, Pa.
- 1-4—Information Industry Association, Penn Center Holiday Inn, Philadelphia.
- 1-5—Newspaper Purchasing Association Conference. Regency Hyatt House, Atlanta, Ga.
- 1-6—API Newspaper Personnel Management seminar, Columbia University.
- 4-6—Illinois Daily Newspaper Markets Ad Managers Workshop. Holiday Inn, Pekin, Illinois.

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Colgate
Hanover Beans
Career Institute
Laddie Boy Dog Food
BP Oil
Columbian Coffee
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Stella D'Oro Biscuits
Gordon's Gin
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Realemon
Silva Thins
Oldsmobile
Chef Boy-Ar-Dee
Dr. Pepper
True Cigarettes

Addit
Funk & Wagnalls
Nucoa Margarine
Village Inn Rice
Jello Pudding
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John Begg Scotch
Quik Fix
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My-T-Fine Pudding
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James Wright Brown
Publisher, Chairman of the Board, 1912-1959



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Bureau of Circulations
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Business Press Inc.



6 mo. average net paid Dec. 31, 1972—25,038
Renewal rate—75.24%

The Oldest Publishers' and Advertisers'
Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

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Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birmingham, Kent England. Alan Delafons, Manager.

Union membership and reporting

William F. Buckley, Jr., won the first round in his lawsuit challenging the constitutionality of a union agreement that forces him to be a member in order to express his views on television. If upheld, and we believe it will be, it will have far-reaching effects on other agreements involving news reporters, editors and commentators that may not require union membership as a condition of original employment but do require it in some cases for continued employment.

Federal District Judge Charles L. Brieant, Jr., said in the Buckley case against AFTRA: "While it may not be held that union membership in all circumstances chills First Amendment rights and freedom of expression, we find ample evidence in this present record, of uncontested facts which show an actual chilling of plaintiff's freedom of expression.

"The chilling effect of this is very real: suppose a strike is called, at a time when matters of great public interest are occurring in the nation or in the world, as to which plaintiffs, missionaries of their conservative doctrine, desire to express their opinion and analysis, but they are required to refrain from crossing the picket line of another union or are otherwise forbidden from speaking, on pain of forfeiture? . . .

"It is inconsistent with First Amendment rights for Congress to force somebody to agree in advance to a limitation of such conduct . . ."

In other words, newsmen—writers and commentators—should not have to meet conditions of union membership in order to practice their First Amendment rights.

Pact on automation

The San Francisco arbitration decision permitting newspapers there to install automated equipment—scanners, computers, CRT terminals, etc.—in the composing room is unusual because all of the participants on the panel agreed without dissent. It indicates an awareness on the part of the ITU, in that area at least, that such efficiencies in newspaper production are necessary.

It is to be hoped that the language and the spirit of this agreement will have some influence in other areas, particularly New York City, where automation has been denied to publishers by union obstinacy. Some union leaders in New York say they are agreeable to automation but they insist on "negotiation" and "mutual agreement." Naturally, but up to now their price has been exorbitant.

The history of union negotiations with newspapers in New York in recent years has been one of threatened strikes, long strikes, long suspensions, during which three large newspapers have disappeared because they couldn't pay the price.

New York labor contracts expire on March 30. It is critical that calmness and mutual understanding prevail so that New York newspapers can enjoy the benefits of automated equipment, now in widespread use in other cities, under a new agreement fair and equitable to all.

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Cease-fire!

er 12 agonizing, bloody years
merica's longest war is ending



The New York Times

VIETNAM ACCORD IS REACHED; CEASE-FIRE BEGINS SATURDAY; P.O.W.'S TO BE FREE IN 60 DAYS

TELETYPE: Transmitter of the Space
Day the Agreement
Signed in Paris
Ending War



THE SUN

VIET WAR SETTLED cease-fire set Saturday

Kissinger, Tho
initial agreement



The Pensacola Journal

Peace With Honor

Truce and POWs
Aid to Vietnam
Tribute to LBJ

Vietnam War Ends Saturday

Planes Block
Land Grabbing
As End Nears

POW's Families
Years of Waiting Near End

Most Emotional to Meet POW's Step Forward Then Separate

Cycle Trail Proposal Endorsed by Dr. White

MANCHESTER UNION LEADER

VIET PEACE PLAN REVEALED

The War
We Must To End

Kin of POW's Happy With Truce

23 POW's
Home in 60 Days

Official Peace
In Peace Pact

Cry Employees Respect
Offer, Ask Mediation

Court's Ruling Voids
N.Y. Abortion Law

Free Vietnam
As POW Leader

Cotton Support
POW's Demand

How some papers front paged end of Vietnam war

DAILY NEWS

CEASEFIRE PACT!

Nixon: Fighting Ends Saturday;

THE MILWAUKEE JOURNAL

Kissinger Spells Out Pact Vietnam Truce May Spread to Laos, Cambodia

Cease Fire Starts Saturday

Vietnam
at a Glance

World Question: How E.O. Sawyer
Seen in Paris 11 Hour Session

Marked in Night News Calendar
About Nine Page 11, Section 1

Markets Drop With Straight
Loss on Page 11, Section 1

Viet War to End Saturday No Secret Terms, Kissinger Says

Truce in Laos
And Cambodia
To Follow

THE DENVER POST

Nixon: Peace
With Honor
Achieved

Seattle Post-Intelligencer

Viet Cease-fire

Just and Fair Peace Reached, Says Nixon

Top of the Morning

Chairman
Is Brief

'Chin, Bunde
Krya'-Jackson

Truce to Begin
Saturday Night

The Globe and Mail

PEACE PACT REPORTED

Official signing
likely Saturday

Mail union,
Others,
near terms

A white disaster
for Peace River

Supervisors: fuel the planes
after early Malton walkout

TTC operators
likely to be

THE PLAIN DEALER

NIXON ADDRESSES NATION CEASE-FIRE SATURDAY

KISSINGER, THO WRAP UP TALKS

The Virginian-Pilot

Peace Pact Initialed; Cease-Fire Saturday

Pullout, POW Release
Scheduled in 60 Days



Los Angeles Times

NIXON ANNOUNCES 'PEACE WITH HONOR'

Kissinger: Not
Quite Folk Hero
-but Respected

Thousands Pass Johnson's Bier
in Austin as Widow Stands By

Case-Fire Effective Saturday;
POW's to Be Freed in 60 Days;
All U.S. Terms for Truce Met

THE DALLAS TIMES HERALD

Vietnam war ends Saturday; Cease-fire terms spelled out

Peace due
for Laos,
Cambodia

12-year
conflict
ebbs away

Capital pays respects
as LBJ's body lies in state

Peace news
welcomed
with reserve

Boston Herald American

PEACE

Cease-Fire in Effect Saturday, Nixon Tells Nation

Vietnam to Influence
U.S. Life for Years

POW's Home in 60 Days

Inside View
Of Initiating

Major Points of Agreement



Growing Up in New York City

It means growing up in a neighborhood. Like Whitestone, Morris Park, Sea Gate, Elm Park, Lenox Hill. Some New York neighborhoods are great. Some not so. Growing up in the city isn't always easy. But that's true of just about anywhere. One thing is certain. You learn fast in New York. And there's always something doing.

Like ice hockey, called by many the world's fastest game. It's certainly one of the fastest growing sports. Nowhere more so than in New York City...where thousands of boys, starting at age five, don skates each winter to compete in the 57-team Greater New York City Ice Hockey League.

The sub-teenage boys who battle it out on the rink at Flushing Meadow are very much a part of the life of the city. Along with

the noise, the traffic, the fierce competition, the action, the industry of the most dynamic city on earth. New York's 9,000 apparel firms, for example, make up an industry that is four times larger than the *combined* apparel industries of Los Angeles, Dallas and Atlanta.

New York is a wonderful town to grow up in. Since 1851 The New York Times has been watching the city grow. If there's one thing we've learned in those years it's not to sell New York short. We know New York as well as anybody. We think we sell it better than anybody. New York is our great, big backyard.

The New York Times

First in Advertising in America's First Market.

Flushing Meadow Park ice rink, Queens



Livermore, California: Home of 4 papers

By Ron Iscoff

A quiet, bloodless battle is going on in northern California's Livermore-Amador-Ramon Valley. The weapons are new writers, presses—and money. There are about 90,000 residents in the valley which lies in the far southeastern corner of Alameda county. And they are the Prize.

The warriors in the competition are the Tri-Valley *Herald-News*, the *Pioneer*, the *Independent*, and the *Valley Times*.

To the victor—if there is one—will go the major chunk of the area's newspaper advertising dollar. The Loser (or losers) will meet large revenue losses at best, and may ultimately have to stop publishing.

Focus of the campaign is Livermore, editorial home of the four papers, whose offices are within walking—though not necessarily talking—distance of each other.

The real battle began only last year. Until November 1, 1972, Valley readers did not want local news paid for the 7-day week. *Herald-News*, whose circulation stands at about 11,000.

On Sunday, Wednesday and Friday mornings, the *Independent* and the *Pioneer* (published by the *Herald-News* and duplicating much of its editorial and advertising content) landed on about 25,000 doorsteps; both are delivered on a voluntary-pay basis.

But on that November morning, the *Valley Times* began its five-day-a-week publication. It landed on the same 25,000 doorsteps as its Livermore rivals, also on an uncontrolled-circulation basis.

Five metropapers

And Valley readers who want more news can also opt for delivery of the *Oakland Tribune*, the *San Jose Mercury*, the *San Francisco Chronicle*, the *San Francisco Examiner* or the *Hayward Daily Review*.

The *Independent* is in fact the only independently owned paper in the Valley. Its publisher, Joan Kinney, has no other publishing interests.

Herald-News and *Pioneer* publisher Lloyd Sparks also owns the *Hayward Daily Review*, a 7-day p.m., and the *Fremont Argus*, a 7-day a.m.

Dean Lesher, *Valley Times* publisher, owns 17 weeklies and 6 dailies.

While some of the 25,000 homes that are getting the "new kid in town" *Valley Times* consider it just another chunk of newsprint cluttering up the porch, editor Barry Schrader says he's pulling out all

Ron Iscoff, a freelance writer, was a reporter for the Tri-Valley *Herald and News* from 1968 to 1969, and most recently editor of *Southern California Business*.



the stops in the battle for reader acceptance and the advertising dollar.

John Oliver, editor of the *Herald-News* isn't overly concerned about the *Valley Times'* entry into the field.

"The competition is, and always has been, on the business side," Oliver remarked. "And so that's where the real competition is going to be felt."

Competitor is affected

"In one sense, the fact that there is another paper that you could call anywhere near a full-fledged paper—even though it's a throw-away—is more of a competitor than we need. But in a sense, the *Valley Times* entry here makes the field a little more lively," he added.

The *Herald-News* editor says he'll be combatting the *Valley Times'* competition by giving more depth to stories.

"Because it's five days a week, it's more of a competitor than the *Independent* ever was . . . and we're going to make sure that it doesn't remain a competitor that long," Oliver smiled.

Robert Several, editor of the nine-year-old *Independent* is non-plussed over the

Valley Times as a new source of competition.

"As far as we're concerned, it really doesn't mean anything. We're kind of used to fighting against giants. By giants I mean papers that have a lot of money behind them.

"From an advertising standpoint, they probably will hurt us," Several remarked, "because they're another advertising outlet for advertisers around here. And that narrows the advertising dollar that's available to us."

The *Independent* has generally been considered the Valley's liberal voice, while the *Herald-News* has been the conservative spokesman. The *Valley Times* says it is in the middle—but Several disagrees:

"From an editorial standpoint—meaning a new kind of viewpoint—the *Valley Times* really means nothing. So far as I'm concerned, the *Valley Times* essentially has the same viewpoint as the *Herald-News*.

"They're (*Valley Times*) trying to make it seem like the *Herald-News* is way over on the right, and we're way over on the left, and that they're in the middle. And I think that's really b.s.," Several added.

He said what it really comes down to "is that their editorial policies are more aligned with their advertising departments and our editorial policies are independent of it."

Can't last forever

Several also doesn't feel the Livermore area can support the *Valley Times*, *Independent*, *Herald-News* (and its hybrid *Pioneer*). "But both of these papers, from what I understand, are losing money very heavily. They both have a lot of money to throw away—we don't."

"My opinion is that somebody's going to have to go, sometime. But the *Independent's* hung on against almost impossible odds for nine years. And I think we're going to come on stronger. I think the *Independent's* going to make it."

The *Valley Times'* Schrader takes strong exception to Several's opinion on the *Times'* editorial viewpoint:

"The entire Valley, and particularly the city of Livermore have become very polarized by the *Herald-News* and the *Independent*.

"Our publisher felt that we needed a good newspaper to come in looking at both sides—not endorsing all liberal or conservative candidates—but doing what's best for the entire Valley."

"Mr. Lesher also sees great potential in the market here, because a regional shopping center will be going up here within the next two years. And the time is now

(Continued on page 21)

News reporting accuracy checked by researchers

By Gerald L. Grotta

In his widely used textbook, "Reporting," Mitchell Charnley listed the qualities of news. Heading the list was, "News Is Accurate."

Charnley conducted one of the first research studies on newspaper accuracy in 1933. (Reported in *Journalism Quarterly*, 1936) He mailed newspaper stories to persons mentioned in the stories, and asked them to report any errors. Several similar studies have been conducted since. The most recent is reported by T. Joseph Scanlon in the Autumn 1972 issue of *Journalism Quarterly*. Scanlon summarizes results by Charnley, Charles A. Brown and Fred C. Berry Jr. as follows:

Charnley, 1933	1,000	59.1	54.0
Brown, 1965	200	72.0	59.5
Berry, 1967	506	75.8	46.3

Scanlon, David Studer and Fraser Sutherland conducted a study in November 1968 using a different method. They selected a random sample of 200 stories from 1,000 staff-written stories appearing in two Ottawa daily newspapers. Instead of mailing these stories, however, they went in person to the people mentioned in the stories.

Using this method, they got a much higher response rate—61.4%. But they also found some very different results than produced in the earlier, mail surveys.

Charnley, Brown and Berry all concluded that personal interviews resulted in more accurate news stories than did interviews taken over the telephone. Scanlon reports just the opposite result. Here is a comparison:

	% of Stories Reported as Accurate Berry, 1967	Scanlon, 1968
Reporter at the event	45	67.5
Personal interview	55	33.3
Telephone interview	36	40.0

Berry concluded that "facial expressions, gestures, pauses, posture and inflection all carry meaning to an astute reporter" and are present only in a personal interview, not over the telephone. Because he found personal interviews 1½ times as accurate as telephone interviews, he advocated that reporters interview sources in person whenever possible.

But Scanlon found personal interview stories less accurate than telephone interview stories.

He tries to account for this apparent contradiction by re-grouping his data into two categories, "active" and "passive." He put into "active" those situations in which the reporter is involved in the flow

of news—interviews (either phone or in person), press conferences, etc. The "passive" included situations where the reporter is merely an editor, writer or observer, and does not interact with the source. This breakdown resulted in the following:

	Number of Stories	Accuracy Rate, %
"Active" reporter	54	37
"Passive" reporter ...	135	71

When Scanlon re-grouped Berry's data in the same way, he found similar but less dramatic results. "Active" reporter stories were 46% accurate and "passive" reporter stories were 50% accurate.

Sample Size	Response %	Accuracy Rate, %
Charnley, 1933	59.1	54.0
Brown, 1965	72.0	59.5
Berry, 1967	75.8	46.3

Scanlon says his results "suggest that the fastest route to an error is to allow a reporter to get involved—by interview or a dialogue of any sort." He adds, "All this seems quite depressing for it suggests that developments which are leading journalism toward more depth and interpretation are also leading it toward more inaccuracy. Fortunately, there is some reassurance."

He reports that sports stories in his sample were 77.3% accurate and city hall stories were about 60% accurate, both much higher than the general news rate, 50%, or the police-court rate, 44%. He suggests that this might be partly the result of specialized reporters covering sports and city hall, while general and police-court news tend to be covered by reporters "shuffled on and off." Developing

	% of Stories Reported as Accurate Berry, 1967	Scanlon, 1968
Reporter at the event	45	67.5
Personal interview	55	33.3
Telephone interview	36	40.0

specialized reporters who understand the significance of the subject they write about might reduce errors, he adds.

But perhaps the most significant question raised by Scanlon's study involves the process of listening. When reporters are "active," Scanlon says that, "Perhaps the attempt to pose the next question . . . genuinely distorts the capacity to listen. Perhaps more use of aids to accurate recording of material such as shorthand and tape recorders would allow re-reading and re-listening and, therefore, fewer errors."

In 1969 I did a small study of people's attitudes toward newspaper accuracy and various external controls on newspapers. The results indicated that people feel that newspapers are basically inaccurate, and that they are quite tolerant of such proposals as requiring newspapers to print corrections and allowing sources to check

stories before they are printed. (*Journalism Quarterly*, 46:757-9, 1969)

Newspapers can use all the help they can get to build back the public's confidence in them, and as EDITOR & PUBLISHER suggested in a recent editorial, improving accuracy would seem to be one way to do it.

One final suggestion. If you check accuracy of your stories, don't waste a lot of valuable information. I asked one editor what happened to the results of his paper's accuracy checks. "We run a correction and throw them away," he answered.

Have a secretary keep a simple chart of the results, showing type and source of errors. Then you could begin to spot trouble areas—say a reporter or a proofreader who makes more than his share of mistakes. By finding these trouble areas, you could indeed begin to improve your paper's accuracy and, as a result, perhaps your readers' opinion of your paper.

Weekly sues for end to tape recorder ban

Southeastern Publishing Co., publishers of the *Lakeville* (Mass.) *Villager* have filed suit to remove a ban on the use of tape recorders at Lakeville Board of Selectmen meetings. The suit, filed in Plymouth County Superior Court names Lakeville's selectmen and its police chief as defendants.

Plaintiffs are seeking the removal of a December 18, 1972 ban on the use of tape recorders by reporters at the board's weekly meetings. Joining Southeastern as plaintiffs are L. Barry French, Susan A. French and Wayne Bonnar. L. Barry French is a Southeastern Publishing director and editor of the weekly *Villager*.

Bonnar, an independent correspondent for area newspapers, was first refused the right to use a tape recorder at Lakeville board meetings and twice had his tape recorder confiscated.

The Lakeville Board continued its ban in ordering *Villager* editor French to shut down his tape recorder at a meeting January 22.

Sponsor of the tape recorder ban, Selectman John W. Leonard, told the *Villager* he was "unhappy" with recent newspaper accounts because board members were being quoted "verbatim. We are quoted absolutely 100% of what we say and it's put in the paper that way."

The plaintiffs contend that Board meetings are "open by law and any restraint placed on the press will jeopardize the public's right to know."

\$500 fine for editing

A proposed measure that would impose a \$500 fine on Connecticut newspapers editing or shortening a letter-to-the-editor without the author's permission has been introduced into the session of the State Legislature. The bill, according to its sponsor, Representative Richard B. Edwards, a Stamford Republican, "would protect an individual's right to full and accurate reporting of personal communications to media." Edwards is a public relations man.

Wall St. is helping papers sell ads on Madison Ave.

A new idea seems to be gradually surging in newspaper evaluation among advertising media. It is the financial attractiveness of newspaper stocks which has been brought to the attention of advertisers in a variety of ways.

According to Robert H. Lambert, president of Story & Kelly-Smith, the idea may have been born in his company's continuing "V.I.P. Program To Sell Newspaper Advertising."

On December 17, 1971 a Story & Kelly-Smith letter, personally addressed to 850 Madison Avenue, advertising executives across the country opened with: "One way to appraise advertising media might be to call for stock broker."

"He may not dwell long on reach and frequency and C.P.M. He will probably see the solid earnings gains for newspaper companies and the soundness of newspaper balance sheets."

The Story & Kelly-Smith letter then cited price-earnings ratios on newspaper companies, various other media stocks and stocks of some major advertisers for comparisons. The letter stated that "newspapers are a top rated medium established by the prices investors are willing to pay."

The letter concluded that "with newspapers, advertisers can avoid the high volatility of the electronic media—program mortality, audience guesstimates, sure rates reflecting unsure values, diminishing and confusing commercial recognition."

The idea of financial appraisal appeared again, almost one year after the Story & Kelly-Smith letter.

On November 1, 1972 a Merrill Lynch, Pierce Fenner & Smith Industry Analyst, Edward Dunleavy, appeared at the Association of National Advertisers Workshop at the Hotel Plaza, New York City and delivered a paper on "How The Investment Community Views The Future of Print Media" (E&P, Nov. 4).

Dunleavy reviewed circulation and advertising revenues for both magazines and newspapers and concluded that, "although my position regarding the magazine industry is at best neutral, I can't help but be quite bullish about the newspaper industry."

Most recently, at the International Newspaper Advertising Executives convention, Jack Kauffman, president of the Bureau of Advertising, while addressing the convention stated that investors are recognizing the strength of newspapers' financial performance as indicated in the price increase of a typical newspaper stock. It was not lost on Kauffman's audience that this important investor appraisal should have some eventual bearing on inter media evaluations made by advertisers.

Lambert believes the financial soundness of the newspaper medium can be of increasing significance today when advertisers have witnessed the demise of big national magazines, including some

national Sunday Supplements, that were previously almost basic buys in any media mix.

R.I. court relaxes ban on lawyer ads

A ruling prohibiting lawyers from running paid notices in newspapers concerning their professional activities has been relaxed by the Rhode Island Supreme Court. The rule had been in effect since last March.

In an order entered Jan. 18, the court set forth three kinds of situations in which lawyers would be permitted to have notices published. They are:

- "When a lawyer has been first admitted to the Rhode Island Bar to practice law in the State of Rhode Island.
- "When a lawyer is returning to the practice of law after having held a public office, during which period he was not engaged in the private practice of law.
- "When a lawyer relocates his office because of conditions beyond his control."

To encompass other possible situations of compelling need, the court said its permission to have notices published could be granted "for other good cause shown upon petition" to the court.

Even those notices falling into one of the three categories of exceptions must be submitted first to the office of the clerk of the court, for approval by one of the justices, the court said.

William L. Safire joins N.Y. Times

William L. Safire, a special assistant to President Nixon, will join the *New York Times* as a columnist in early April.

Safire, who is a White House speech writer, will write a column twice a week which will appear on the Op-Ed page. He will be based in Washington.

"I think the readers of the Times and of its News Service will be more than well served by this fresh new voice in American journalism," Arthur Ochs Sulzberger, publisher, said.

The 43-year-old author and former public relations executive has been a senior member of the President's research and writing staff since the beginning of the Nixon Administration. His assignments have ranged from foreign affairs to economic topics and political philosophy.

From 1955 to 1960, Safire was vicepresident of Tex McCrary, Inc., a public relations concern in New York City. He then left to become president of Safire Public Relations, Inc., a firm he left to join the 1968 campaign.

Mistrial declared after paper gives case background

A mistrial has been declared after the *Twin Falls* (Ida.) *Times News* published an article giving the court background of a case and mentioning other charges pending against the defendant.

Defense attorney Monte Carlson moved for and was granted the mistrial January 23 after the article appeared in Monday's (January 22) newspaper.

The defendant is charged with delivery of a controlled substance (drugs). His new trial is scheduled February 8.

Fifth District Court Judge James F. Cunningham had not instructed jurors not to read the newspaper.

In addition, county prosecutor Robert W. Galley requested that the newspaper not publish information about such trials which would not be admissible as evidence.

A spokesman for the newspaper said it would not change its policy of reporting facts pertinent to a story. He noted that the *Times-News* follows guidelines approved by the American Bar Association in 1968.

In his motion for a mistrial Carlson contended the newspaper would have prejudiced jurors against the defendant by informing them:

—That perjury charges also are pending against the defendant.

—That Moorehead initially entered a plea of innocent changed it to guilty, and then changed back to innocent again.

—That Moorehead's bail is \$5,000.

—That a judge previously assigned the case Theron Ward said he had "the distinct feeling that Mr. Moorehead is playing games with the legal system" in connection with the changed pleas.

—That the defense got the case changed to Cunningham after Ward's statement which the defense contended showed prejudice.

—That Moorehead's previous attorney withdrew for ethical reasons. Carlson is acting as public defender in the case. The defense did not contest the *Times News* story.

Judge bars paper from publishing new court charge

The *Logan* (Utah) *Herald Journal* has been restrained from printing the facts of additional charges against any defendant during the course of a trial.

The restraining order was issued January 18 after First District Court Judge Van Noy Christofferson declared a mistrial involving the case of a man who was being tried for misapplication of corporate funds, because the *Herald Journal* printed a story indicating he also was charged with embezzlement, it was reported.

J-school enrollments soar to new record high-41,691

Journalism enrollments swept past the 40,000 mark to an all-time high in autumn, 1972, according to reports compiled from 166 schools and departments of journalism.

The growth in journalism enrollments has continued to increase at almost a 12 percent rate. The 41,691 total for 1972 exceeds the number of students reported in 1971 by 4,994, the largest single year increase ever.

Dr. Paul Peterson of Ohio State University's School of Journalism, reporting on his research in the winter issue of *Journalism Educator*, says since 1962 total journalism enrollments have increased by 285 percent.

But he adds, "as in previous surveys, there are undoubtedly a significant number of students majoring or concentrating in journalism who have not been reported. The survey requested statistics only on those students under the administrative control of the school or department of journalism. In many schools, persons oriented toward the mass media are not shown in this compilation."

The Newspaper Fund, a foundation which encourages young people to consider journalism careers, each year announced the results of the Peterson enrollment survey.

"The best measure of the number of journalism majors available for positions in the media is the number of actual graduates," Peterson says. "A total of 9,191 bachelor's, master's and doctorate's were awarded in 1971-72, compared with 7,968 awarded in the 1970-71 school year."

Syracuse University, reporting 1,155 journalism majors, replaced the University of Texas (Austin) in the top enrollment spot. The University of Missouri (Columbia), with 1,007 majors is second, making this the first year since journalism enrollments statistics have been compiled that two schools have exceeded the 1,000 figure. Texas at Austin was the first school to reach that mark in 1971.

The three schools rounding out the top five were: University of Georgia, third, 982; University of Florida, fourth, 945; and Michigan State University, fifth, 839. The University of Texas dropped to ninth with 648 students because of a change in reporting methods.

After a dip in the total last year, graduate enrollments rose to 3,952, up 439 from 1971. The five largest graduate schools of journalism are: University of Missouri, 245; Syracuse University, 239; University of Illinois, 149; Northwestern University, 141; and Ball State University, 136.

Aggressive reporters preferred by lawman

The best way to keep police and community relations open and trusting is by honesty and responsibility on the part of both the police and the press.

This was the consensus of a discussion involving members of law enforcement agencies, the press and the public at the 12th Annual Police-Community Relations Institute January 22 at the University of Tampa.

Hillsborough County Sheriff Malcolm Beard said, "People like me, law enforcement people, have to be honest with the press. As far as I am personally concerned, I've never had any problems with aggressive newsmen. It's the lazy ones that aren't accurate."

Acknowledging that not all reporters are accurate, but stressing that the media is responsible for their reporting through libel suits, managing editor of the *Tampa Tribune* Robert Hudson said, "You weed out the irresponsible reporters just as fast as you can or somebody else owns your newspaper."

There was a single opinion among both members of the press and law enforcement—a reporter should have the right to keep his sources confidential even if subpoenaed by a grand jury.

To improve police-community relations as well as press credibility, assistant managing editor of the *St. Petersburg Times*, Laurence A. Jolidon, said, "News media can't be all white affluent kids from Yale."

Hoax petition tests public's alertness

By David Wilkening
Reporter,
Orlando Sentinel-Star

"Would anyone sign an ambiguously worded petition calling for an end to women's right to vote, and urging marital law be set up in the United States?"

That was the lead for a story I wrote for the *Orlando (Fla.) Sentinel-Star*. The answer to the question was an unqualified yes.

The story, carried on page one of the morning *Sentinel*, created a great deal of interest. The wire services carried several versions of it.

Some school children called for more information about the story, because their teachers were using it as an object lesson in civics class. And several radio stations around the country telephoned for interviews because they apparently were intrigued by what they saw as a "good hoax."

The idea for the story came from the *Herald Statesman* of Yonkers, New York. The object: test the public's alertness to the contents of a petition.

I set up a card table, a sign, and the nonsensical petition at a nearby shopping center. It was quickly apparent that signers would be hard to find.

The first grey-haired lady I asked to sign the petition requested that I read it to her. She had forgotten her glasses. I read the first three lines:

"Prices go up daily! Corrupt politicians do nothing but teach sex education in the schools and college radicals teach free love! We demand action!!!"

"You don't have to go any farther," said the woman suddenly. "I'll sign it. Maybe it will do some good."

The woman signed without reading the rest of the petition, which said:

"We petition our lawfully elected government officials to do whatever is necessary, immediately . . . repeal women's suffrage, initiate excessive bail for criminals, initiate much-needed marital law . . . to immediately remedy what has become an intolerable situation that we, the people of these United States, will no longer tolerate."

The signers of this document made up perhaps a third of those who agreed to read it. About 15 signed their names, and several others said they would think it over and probably return to sign it another day.

Very few questioned what the petition meant. Few wondered where it was going. And hardly anyone saw it as a joke.

Signers included young and old, men and women. Few admitted they didn't understand what the petition meant. But one woman with a young daughter read it over twice and said apologetically: "I don't quite understand all that's written here, so I'd better not sign."

Others misunderstood the petition. One young man said he couldn't sign because

he believed in the separation of church and state. The petition, he said, would mean too close a relationship between the two institutions.

One young woman asked specifically about "That suffrages stuff. What's that?" When she was told the petition was asking for an end to women's right to vote, she stared incredulously at it.

Then she signed. Surprisingly, no one questioned the term "marital law." Perhaps they read it as martial law, but it's difficult to believe anyone would seriously advocate that.

No one questioned "excessive bail for criminals" either, a concept that is, of course, prohibited in the U. S. Constitution.

Sentinel-Star photographer Warren Skipper shot pictures of signers backs. Like many others, he questioned why so many people would agree to sign a document they obviously did not understand. That question was left up to readers, but I have to add one final footnote.

That was a telephone call I received the day the story ran. It was from a man who was upset because he thought the stunt was "asinine."

His reasoning: He did not believe that women should vote. He was upset that such a subject could be treated with so little seriousness. And he thought that the part of the petition urging an end to women's suffrage should be taken seriously.

N.Y. Times Co. and Speidel ive earnings

The New York Times Company reported earnings for 1972, before extraordinary income, of \$12,356,000 or \$1.06 per share, up from \$9,452,000 or \$.80 per share for 1971.

Revenues for the year were \$330,521,000, up \$40,233,000 from \$290,288,000 in 1971.

The sale of *Family Circle* magazine's 50 percent interest in Standbrook Publications Limited, publishers of *Family Circle* (Great Britain), resulted in a 1972 extraordinary gain, after applicable income taxes, of \$1,246,000 or \$.11 per share. The amount plus operating earnings produced total per-share results of \$1.17 for 1972.

Earnings from subsidiary activities increased markedly over the previous year. Earnings of the Company's three newspaper associates. Pre-tax earnings attributable to subsidiary activities (\$10,500,000) approximated \$.42 per share compared with \$.18 per share a year ago, and the Company's equity in the earnings of its newspaper associates amounted to \$0.06 a share compared with \$.06 a year ago.

Earnings for the *New York Times* (newspaper) were less than last year, approximately \$.54 per share against \$.56 year ago, reflecting in part higher labor costs not compensated for by increased productivity. As a consequence the profit margin for the newspaper declined from the 1971 level despite a strong fourth quarter in which consolidated earnings were \$.44 per share against \$.19 in 1971. In the fourth quarter of 1971, however, earnings were depressed by expenses incurred with the discontinuance of unprofitable subsidiary operations.

Advertising linage in Times in 1972 was 79,260,000 lines, up 5,286,000 lines or seven per cent over 1971. Related advertising revenues for 1972 were \$175,658,000, a record, up 11 per cent over 1971.

Part-run linage accounted for 2,064,000 lines of the gain, and totalled 4,286,000 lines.

Daily circulation of the newspaper averaged 851,000 copies, up from 841,000 copies in 1971, while average Sunday circulation was 1,453,000, essentially unchanged from 1971. Revenues from circulation also topped the previous year's levels.

Speidel set record

The Reno, Nevada-based Speidel Newspapers Inc. has reported record yearly earnings for 1972. Net income for 1972 was \$5,329,400, up 17 percent from 1971. The paper publishes 11 daily newspapers in the U.S.

Overall operating revenues increased 10 percent from 1971 to \$35,737,800. Ad revenue was up 11 percent, circulation revenue up 4 percent and revenue from inserts outside printing and miscellaneous up 27 percent.

Past Week's Range of Stock Prices

NEWSPAPERS

American Financial Corp. (OTC)	1/24	1/31
Booth Newspapers (OTC)	18 1/2	16 1/2
Capital Cities Bdstg. (NYSE)	31 1/4	29 1/4
Com Corp. (OTC)	58	57
Cowles Comm (NYSE)	6 1/2	6
Dow Jones (OTC)	8 7/8	8 7/8
Downe Comm (OTC)	41 1/4	35
Gannett (NYSE)	40	40 1/2
Harte Hanks (OTC)	24 1/4	25 1/2
Jefferson-Pilot (NYSE)	67 3/4	66 3/4
Knight (NYSE)	55	52 1/2
Lee Enterprises (AMEX)	24 1/2	22 1/4
Media General (AMEX)	34 1/2	35 1/4
Multimedia (OTC)	29 1/2	26 3/4
New York Times (AMEX)	14 1/2	14 1/2
Panax Corp. (WISC.) (OTC)	7 3/4	7 3/4
Quebecor (OTC)	17 1/2	15
Ridder Publications (NYSE)	10 1/2	11 1/2
Southam Press (CE)	28 1/4	28 3/4
Speidel (OTC)	31	30
Thomson Newspapers (CE)	14 1/2	15 1/2
Time Inc. (NYSE)	57	52 1/2
Times Mirror (NYSE)	21	21 1/2
Toronto Star (CE)	69	64
Washington Post (AMEX)	29 3/4	32

SUPPLIERS

Abitibi (CE)	11 1/2	11 1/2
Addressograph Multi. (NYSE)	28 1/2	27 1/2
Alden Electronics (OTC)	4 3/4	4 3/4
Alfair (OTC)	20 1/2	19 1/4
Bull Corp. (OTC)	24 3/4	26 3/4
B. C. Forest (CE)	19	17 1/2
Berkley Photo (NYSE)	10 1/2	10 1/2
Boise Cascade (NYSE)	25 1/4	24 1/2
Compugraphic (AMEX)	10 1/2	10 1/2
Compuscan (OTC)	26 3/4	26
Crown Zellerbach (NYSE)	49	45 1/2
Culler-Hammett (NYSE)	18 1/4	18 1/4
Dayco (NYSE)	97 3/4	97 3/4
Digital Equipment (NYSE)	19 1/2	18 1/2
Domtar (AMEX)	23 1/4	25 1/4
Dow Chemical (NYSE)	16	13 1/2
Dymo (NYSE)	145 3/4	140 1/4
Eastman Kodak (NYSE)	17 1/2	16 1/2
Ehrenreich Photo (AMEX)	33 3/4	33 3/4
Eltra (NYSE)	70	69 1/2
General Electric (NYSE)	35	32 1/2
Georgia Pacific (NYSE)	27	25 1/2
Grace, W. R. (NYSE)	21 1/2	21 1/2
Great Lakes Paper (CE)	53	50 1/2
Great No. Nekosa (NYSE)	48 1/2	48 1/2
Harris Intertype (NYSE)	97 3/4	97 3/4
Immont (NYSE)	42 1/4	38 1/2
International Paper (NYSE)	44 1/2	42 1/2
Itek Corp. (NYSE)	37	38 1/2
Kimberly Clark (NYSE)	6 1/2	5 1/2
LogElectronics (OTC)	27 1/2	27 1/2
MacMillan Bloedel (CE)	22 1/2	25
Milgo Electronics (AMEX)	11 1/2	11 1/2
Millmaster Onyx (AMEX)	87 1/2	84
Minnesota Min. & Mfg. (NYSE)	31 3/4	30 1/4
No. American Rockwell (NYSE)	47 1/2	45 1/2
Photon (OTC)	15 1/2	13 1/2
Richardson (NYSE)	71	70 1/2
Singer (NYSE)	16 3/4	16 1/2
Southland Paper (OTC)	10 1/2	11
Southwest Forest Ind. (NYSE)	25 1/2	24 1/2
Sun Chemical (NYSE)	18 1/2	18 1/2
Wheelabrator-Frye (NYSE)	18 1/2	17 1/2
White Consolidated (NYSE)	20 3/4	19 1/2
Wood Industries (AMEX)		

ADVERTISING AGENCIES

Doremus (OTC)	11	10
Doyle, Dane, Bernbach (OTC)	23	21 1/2
Footle, Cone, Belding (NYSE)	11 1/4	11 1/4
Grey Advertising (OTC)	17 1/4	16 1/4
Interpublic Group (NYSE)	25	24 1/2
Needham, Harper & Steers (OTC)	25	24 1/2
Ogilvy & Mather (OTC)	31 1/2	29 1/2
PKL Co. (OTC)	21 1/2	21 1/2
J. W. Thompson (NYSE)	22 1/2	22 1/2
Tracy-Locke (OTC)	6 1/2	5 1/2
Wells Rich Greene (NYSE)	17 1/4	16 1/2

Ad linage increased 7.7 percent from 1971. Circulation of all 11 newspapers was up three percent to 291,673. Combined circulation for Sunday papers increased four percent to 209,593.

Speidel's 1972 earnings were 90 cents per share up from 76 cents per share in 1971. A quarterly dividend of 8 1/2 cents per share was voted by Speidel directors January 22.

AP uses CRT to transmit draft picks

Seconds after the Houston Oilers selected defensive tackle John Matuszak as the first choice of the first round in the National Football League college player draft the story, including Matuszak's biography, was out on the Associated Press wire.

For the first time the AP sports department used five cathode ray tube units in preparing pro draft coverage. Bruce Lovitt, AP football writer, said the AP sports staff prepared a story in advance on the expectation that Matuszak would be the first draft choice. The story was written and edited through CRTs.

When the draft choice was confirmed, Lovitt said, "we pushed a button and it was immediately on the wire." Lovitt added that CRTs have virtually eliminated errors in sports coverage.

The pro football draft took place at the Americana Hotel in New York City January 30 and 31. The AP, UPI and most New York area based newspapers, magazines and broadcast stations sent representatives to report on the selections. In all there were about 40 to 50 sports writers covering the event.

The AP set up a full-time desk with phones in the draft room. For the first round AP sports staff had an open line to its NY office, reporting on each selection as it was made. For the next two rounds the NY office was called after every five picks, Lovitt said. After each communication, the news was sent over the wire.

For non-news service writers, the NFL had set up a press room off the draft room with typewriters and phones.

The number of newsmen at the draft dwindled as each round finished, with most interest in the more famous players selected in the first few rounds. However, AP and UPI reported on all 17 rounds, spread over two days. Stringers are used to help in the coverage.

An AP stringer noted, however, that it was important for stringers to know something about football to eliminate errors in spelling or other mistakes.

The AP's football writers are sometimes more knowledgeable than the NFL itself. On the second round the NFL announced Cleveland's draft of defensive back Jim Stienke. It was reported to the AP office. Shortly afterwards the AP college football writer called back saying the player's name was Stienke. The NFL corrected its list.

Correction

Robert Rose, business manager of the *Berkshire* (Mass.) *Eagle*, was misquoted in a January 27, page 16 E&P report as saying that their alternative phone system is "not eligible" for investment credit. The system is eligible for investment credit. In addition, the phrase "stick it to Ma Bell" was not said by Rose but by a member of the audience.

CONSOLIDATED TAPE

A plan by the Securities and Exchange Commission to implement a centralized market system could have a significant effect on newspaper stock tables, particularly with regard to required full disclosure of all stock transactions throughout the country.

Such a system, according to William McChesney Martin, whose recommendations to the Board of Governors of the New York Stock Exchange in August of 1971 form the basis of the plan, would integrate the NYSE, the American Stock Exchange (AMEX), and the 10 regional exchanges, into one communications network.

The first step, still months from completion, is the creation of a "consolidated exchange tape" that would report all transactions in all markets (including the third or "over-the-counter" market), and would include the location of each transaction.

How the consolidated tape will affect the look and length of stock tables in daily newspapers is, at this point, pure conjecture. Securities industry leaders, acting under an SEC mandate to prepare a blueprint for a composite tape system, have been beset by difficulties, both conceptual and procedural. Recently, the exchanges agreed to submit to the SEC a draft plan that would, among other things, provide for a 20-week test whereby transactions from 15 NYSE-listed issues would be fed into the Big Board tape from regional exchanges. Nevertheless, key problems persist, a major one being the role of the independent organization that will operate the tape.

The exchanges, however, are in accord as to the basic format of the tape, which will be two-fold: one tape carrying all transactions in NYSE-listed securities regardless of origin, the other reporting all trades in American Exchange-listed stocks and local issues traded only in regional exchanges. Each trade would be identified not only by price and volume, but by location as well.

Bob Haring, financial editor of the Associated Press was hesitant to speculate on how the changes would effect the AP table:

"Right now, like everyone else, we're waiting for the exchanges to come in with their proposal. Our concern in all this is first, to accomplish the eventual transition with a minimal change in the newspaper line itself, for the last thing we want to do is startle readers with a whole new look; and second, to present to newspapers the maximum information available, clearly and simply.

"The major problem," continued Haring, "is going to be the difference in trading hours between the various exchanges. At this point, I don't know how the exchanges will cope with it. Their decision will, of course, determine ours."

Haring further mentioned that the makeup and size of the new table would probably be similar, if not identical to, the

old table. "Perhaps the only change, besides increased volume, will be a slight lengthening of the table to include those NYSE-stocks not traded in New York on a particular day, but on regional exchanges only. Perhaps 50-100 additional lines, at most."

Dick Brown, financial editor at United Press International, agreed that the makeup of the table would not change (the UPI table differs from AP's in that it lists the P/E before the day's volume).

Said Brown: "We have had several meetings with stock market leaders, but nothing conclusive has come out of them. The major question facing us is; one, will we continue to provide complete lists for each exchange, or do we now put all NYSE-listed securities in only one composite table; and number two, if we do, then what final trading price do we use; Pacific, New York, Midwest, or what?"

Obviously there is going to be some difficulty considering the fact that New York closes at 3:30 p.m., while the Pacific Exchange, for example, is open until 5:30 p.m., E.S.T. What closing price will the wires provide to eastern pm newspapers who are now barely able to print complete listings from New York?

William Clark of the *Chicago Tribune*, a member of the Teach panel appointed by the SEC in March, 1972, to advise the Commission in outlining rules for disclosure, spoke of his position on the panel:

"As a newspaperman (the only one on the committee) I tried simply to insure that each newspaper would retain the same freedom with stock tables as they have with all other news; in other words, the freedom to select and edit to satisfy the needs of their constituency."

For example," he said, "only the *Los Angeles Times* still prints complete listings for the Pacific exchange. In Chicago, we stopped printing complete Midwest listings about two years ago, because we had to make an editorial decision given rising costs of newsprint, and need to present maximum information in a limited space. The composite tape will allow us to print all this information in the same table."

Asked about changes in the look of the line, Clark brought up the possibility of one additional column per line, giving the location of the last trade.

Although such innovations do not seem to be overwhelming, there is some concern among financial editors who have watched the table grow over the years and are understandably upset.

A recent survey of over 150 daily newspapers showed an average of almost 50% of business page space devoted to tables, while only 22% goes to editorial copy. Another survey by the Society of American Business Writers found that many afternoon and morning papers devote up to 70% of their total news hole to stock tables.

There is also a great deal of confusion,

especially among editors, about what the new tape will do. One eastern editor remarked to this reporter that he was worried about rumors that the new table would be expanded about 3 times to include 4-5 quotations on each stock. Others are confused about the effect on the composing room operation, thinking that they will now get one tape with everything on it, including local issues.

Still other editors are not at all concerned. Said UPI's Brown: "Most of our clients don't care about what the table contains, as long as they get it on time and it looks clean and clear."

However, there is one overriding factor that many people are glossing over, which is that stock tables are news, and as such, any small increase in the stock tables should be viewed as one would view an additional one-column news story. Said a spokesman at the New York Stock Exchange:

"Almost 20% of all trading in our securities is done in other markets. It seems to us that reporting this trading is essential to establishing a system of complete supply and demand. This is not advertising; this is hard news."

Anderson aide arrested for having documents

Leslie H. Whitten Jr. assistant to columnist Jack Anderson, was arrested by the FBI Wednesday morning, January 31, as he left the Washington residence of Hank Adams, a Sioux Indian who was one of the leaders of the Trail of Broken Treaties organization that took part in the occupation of the Bureau of Indian Affairs building in Washington for six days last November.

Whitten was charged with illegally receiving and possessing government documents. Anderson immediately called the arrest an "outrageous violation of the First Amendment." Whitten is "only guilty of writing the story of stolen documents," Anderson declared.

At the end of the occupation of the government offices last November, documents and art objects were reported missing and damages were estimated at \$2 million.

Recent Anderson columns, one as late as January 29, in discussing Indian unemployment and leases of Indian lands to mining, oil and natural gas interests, have used such phrases as "documents taken from government files."

Whitten and the others arrested were released on their own recognizance. A hearing scheduled for February 15 will determine if they will be held for Grand Jury.

Double ME system

A "double managing editor" system has been organized at the *Philadelphia Inquirer*, headed by Gene Foreman, previously executive news editor of *Newsday*, and Will Jarrett, who is presently assistant to the executive editor. The appointments are effective February 26, it was announced by Eugene L. Roberts Jr., executive editor.

Notes from the underground: job-hunting in SF Bay area

By Andrew Radolf

I didn't come out to San Francisco intending to be a journalist. Creative writing was my field, but the scarcity of work here quickly convinced me to reconsider.

Having no experience, I had to rule out the two major dailies, the *Chronicle* and the *Examiner*.

Where does a beginner like me go for a start? Obviously the bottom, and in San Francisco, capital of the counterculture, that meant the underground press.

Though San Francisco once boasted eight alternative papers, the number has dwindled to three, the *San Francisco Phoenix*, the *San Francisco Bay Guardian*, and the *Berkeley Barb*. The papers differ greatly in style and format, but they have a common ground in readership; the disaffiliated ranging from reformers on the McGovern left to revolutionaries on the radical fringe.

My first stop was The Phoenix, a bi-weekly born in 1972 which proclaims itself the most reliable source for what's really happening. Its office is the converted living room of an old Victorian home. All I remember about that office is its clutter and solemnity. There was hardly any free space left in that drab, amber lighted room stuffed full of writing desks, lamps, and lay-out tables.

Waits for editor

I had been greeted at the door by a tall Irishman with a mane of red hair and a bushy moustache. He ushered me into an equally cluttered kitchen where I was wedged into a chair between the refrigerator and the stove, shown where to find the ingredients for instant coffee, and left to wait for John Bryan, the editor. Two cups and three cigarets later, he came in.

Casually dressed in flannel shirt and blue jeans, Bryan was a gray haired man, bland in his features and manner. The Phoenix bills itself as a journal of "news, the arts, and informed dissipation," and something about John Bryan's eyes and his smooth, pinkish skin convinced me he was the man in the know in the last category. He spoke in a humorless voice and had pretensions of being hip.

As it turned out, the only credentials I needed to write for The Phoenix were John Bryan's liking me and a willingness to work for free. He didn't and I wasn't. In principle I was not against donating my time, especially in return for a learning experience, but I also wanted to have fun. John Bryan and his Phoenix did not promise me that. When I left, I saw Bryan walking into the living room office, and he reminded me of a dour school master entering his classroom.

At the Guardian

Undaunted by my first failure, I went next to the Bay Guardian, a bi-weekly with an office on the third floor of a

nondescript warehouse tucked in among other nondescript warehouses on Bryant Street. The moment I entered, I knew that this was the home of a newspaper. The staff, men and women in their early twenties, was hard at work writing pieces, answering telephones, or doing research. Most importantly, they were enjoying themselves.

The first person I met at the Guardian was its city editor, Bill Ristow. He was a lean man, bearded, and thoroughly friendly. We talked mostly about free lancing, which is how the paper gets most of its articles, and Ristow encouraged me to submit any proposals I had to him. What's more, they paid: twenty-five to thirty-five dollars for regular pieces, up to one hundred for major articles. Unfortunately, the paper had no openings on its staff. It only made enough in ad revenues to maintain a skeleton crew, and they had to have supplementary incomes to survive.

While at the Bay Guardian's office, I spoke with Bruce Brugman, its founder, editor-in-chief, and publisher. Everything about Brugman is newspaper man, from his thick, chew-up cigar to his rolled up shirtsleeves to his blustery manner which still managed not to be threatening. A tall, heavy-set man, he looked like a younger and larger Jimmy Breslin.

Paper not underground

The first thing Brugman did was scold me for calling his paper underground. "We don't handle any of the stuff they do. No sex ads. None of their slanted reporting or rhetoric. We have the highest standards in the city."

Brugman's Guardian is what he claims, a first rate newspaper which, at a circulation of twenty thousand, he considers a full fledged competitor of the city's two dailies. The paper has won several awards including three successive citations from '66 to '68 in the San Francisco Press Club's "Pulitzer of the West" competition.

"We've never had a story bounce," Brugman noted proudly. "We cannot afford to be wrong. A libel suit would kill us."

The Bay Guardian has been excluded from press club competition in recent years, a result of a rule change to consider only dailies and weeklies for awards. Brugman believes the rule change was a retaliatory move, however. The chairman of the committee involved was a public relations executive for Pacific, Gas, and Electric, a target of many Guardian exposes on its wasteful cost to the city.

Although the paper is struggling financially, Brugman has high hopes of pulling through and someday becoming a weekly. If the pay is meager, the rewards of working with a dedicated group of people and the chance to do some top-notch investigative reporting are not. Most of the staffers learned their trade at the Guardi-

an. The Guardian has been a stepping stone for a number of careers, with some staffers moving to the *Los Angeles Times*.

The Notorious Barb

I left the Bay Guardian high in spirits, but also without a job. I was soon on my way to Berkeley and its notorious Barb, a weekly journal of new left rhetoric and untamed sex ads. "White guy turns on to blood. Seeks more of same," was one of the Barb's more thought-provoking ones.

Recent headline stories from the paper were "How to Make Love and Not Be a Victim," an article on venereal disease prevention, and "Was JFK a Speedfreak?" The author assures us he wasn't. The paper's coverage runs from revolutionary activities and minority struggle to the latest dope on the drug scene. In all fairness to The Barb, its reporting on these areas is usually reliable.

The Barb is definitive of the underground in its subterranean sense. The office on University Avenue is a storefront with its windows blocked out by paint. Inside, wallboard partitions cordon off the little offices. The lighting is poor. So is the heating. Decor is non-existent, and old newspapers are heaped everywhere.

The guiding light of The Barb is Max Sheer, a stout man described by a colleague as "Santa Claus with salt and pepper beard and hair." When I first saw Max Sheer, his hair was matted and hopelessly tangled, his clothes soiled, worn, and rumpled, and his eyes squinted at the world through wire rimmed spectacles. However, Sheer was a cheerful man, gregarious and benevolent and surprisingly literate, quoting Dostoevsky, Proust, or Borges often during our conversation.

Advocates slanting

The Barb is an ugly paper. The pictures are grainy, the lay-out harsh and haphazard. Sheer does it that way purposely. "I don't want people to feel comfortable with The Barb. They must always be conscious of having it."

Though he adamantly claims that all facts in his paper are verifiable and that he does not allow reporters to delete any facts counter to their views, he advocates slanted reporting.

"I want to keep the paper eclectic," he says in defense of his policy. "The true alternative is to present all the views askew from established thinking and let the individual choose. The most revolutionary idea is still that of a free press."

"The Barb's eclecticism gives everybody a chance to express himself, to throw his own barb at the establishment, but it also keeps the paper free of any one line of thought."

The workers milling about reflected the eclecticism: a young man in red checkered trousers who looked like a refugee from Philip Andover, another in army surplus who seemed ready to man a barricade, a girl dressed all in black reminiscent of the beatniks. When he speaks of his paper, Sheer is fond of comparing it to a mole "digging at the foundations of the establishment."

(Continued on page 26)



The publishers of Boston's Real Paper.

Weekly editor

By Margaret Cronin Fisk

BOSTON ALTERNATIVE PAPER THRIVES

Many newspeople dream of being publishers someday. In Boston over 30 members of *The Real Paper* newspaper staff have realized that wish.

The Real Paper, an alternative weekly with 40,000 paid and 30,000 free circulation, is totally owned by its staff. Each member has an equal share and an equal vote in electing the board of directors. The staff members who serve as publisher and associate publisher are elected by the newspapers stockholders—the staff.

The Real Paper was founded in August after *Boston After Dark* purchased the name and good will of another alternative publication, the *Phoenix*, for over \$300,000. The *Phoenix* staff didn't go with the deal (only a few were offered jobs on the combined Boston-Phoenix) so en masse they moved into a new office and began publishing *The Real Paper*.

For the first few weeks, the staff of 35 worked without pay. Promotion director Paula Childs notes, however, "the paper has grown financially strong and stable enough in the last couple of months to pay full salaries to everyone." It is now making a substantial profit.

Establishment advertisers

In December the Real Paper published a 48-page music supplement and recent advertisers have included American Motors, John Hancock Mutual Life Insurance and the Boston Symphony Orchestra. Ad revenues are now averaging about \$10,000 per week plus about 400 inches of classifieds per week.

The staff elected Robert Rotner as publisher and Jeff Albertson as associate publisher. Paul Solmon, formerly the first news editor of *Boston After Dark*, is the editor. The rest of the staff reads like a Who's Who of the alternative press, with experience on publications like *Rolling Stone* and the *Village Voice* as well as

the Boston weeklies. Most have also been published in the "straight" press as well.

Solmon said the *Phoenix* staff founded the Real Paper to work for themselves "rather than work for big corporations."

Investigation possible

The weekly has gotten into some controversial areas including an article about the state Food and Drug Administration which may lead to a state legislative investigation.

Rotner noted, however, that the major effect of RP stories has been on other media.

The paper extensively covers left-wing and official politics in the Boston area and youth cultural events. The average RP reader is a fairly liberal college graduate but the Paper does not limit itself to articles which agree with commonly held liberal attitudes—a recent anti-abortion column drew fire from a great number of RP readers.

No business interference

In dealing with controversial matters the RP business staff seems to take a unique view, expressing their desire that the paper retain its integrity. Advertising Director Robert Williams said the Real Paper should not expand itself to the extent that it loses the distinctive character it now has.

RP people agreed that the newspaper hadn't expanded as much as possible in its current direction and RP expects more growth in circulation. So far little promotion has been used other than exchange ads with broadcast stations.

Associate publisher Albertson said, however, that despite lack of promotion and no capital, the Real Paper has proved there is a market in Boston for more than one alternative newspaper.

Weekly sales

Mr. and Mrs. Bob Cruzen, publishers of the *Florence (Colo.) Citizen*, have purchased the 90-year-old *Wet Mountain Tribune* at Westcliffe.

The sale was announced by Joe and Pauline Payton, publishers and owners of the paper. Sale will be effective February 1.

Westcliffe, a fishing and resort town in the Sangre de Cristo Mountains south and west of Florence, was founded in 1885. The paper was established two years earlier, in 1883, to serve settlers in the surrounding Wet Mountain valley.

* * *

The *Lyons (Neb.) Mirror-Sun* has been sold by Terry Beaver and Al Zink to Robert and Shirley Bogue. The Bagues also own the *Oakland Independent*. James Enstrom will operate the paper, and Evelyn Heideman will continue as news editor. The paper has a circulation of 1,381.

* * *

Mr. and Mrs. Sam Logan have purchased the *Madisonville (Tex.) Meteor*, a weekly, from Mr. and Mrs. W. C. Crossley, owner since 1948. The Logans recently sold their interest in the *Clifton (Tex.) Record*. No price was announced for the sale of the 2,991 circulation weekly.

* * *

The Brown Publishing Company, Urbana, (O.) has purchased the weekly *Easton (O.) Register-Herald* from Harold V. Sell, and Clarence E. Oldfather, who had been publishers since 1947.

Brown announced changes in staff to coincide with the purchase. Albert L. Meyers, commercial manager of the *Urbana Citizen*, was named publisher of the *Register-Herald*. Richard L. Chambers, an ad director with Brown, has been made publisher of the *Ada Herald*. David J. Wright succeeds Meyers as commercial manager of the *Citizen*, and he in turn will be replaced by Nicholas K. Walker, a news staffer for the *Citizen*.

* * *

Powell Communications Inc. has acquired the *Hardwick (Vt.) Gazette* and the *Franklin (N.H.) Journal-Transcript*. The *Gazette*, circulation 2,200, was bought from Lewis Shattuck, and the 3,500 circulation *Journal Transcript* from Richard Lewis. Both papers have been switched to offset, and are printed at the Powell plant in Bradford, Vermont. The *Gazette's* name was changed to the *Green Mountain Gazette*.

* * *

The *Wise County (Tex.) Messenger* in Decatur has been sold by Mr. and Mrs. Gene Carter to Roy Eaton, director of television news coverage at WBAP-TV in Fort Worth and automotive editor of the *Fort Worth Star-Telegram*.

* * *

Todd Publications, Austin, Texas-based firm, has purchased the *Round Rock (Tex.) Leader* from the Kavanaugh family which had owned the paper for 43 years. William K. Todd, president of Todd Publications, is former president and publisher of the *Rockford (Ill.) Newspapers Inc.*, now a Gannett group paper. Todd also owns the *Cuero Daily Record*, *Smithville Times* and *Schulenburg Stick-er*.

THE CHRONICLE MEANS THE WEST

..... in more ways than one!

For example, here are some recent Chronicle Books:

The Outdoors

Of Wind, Fog and Sail

By Diane Beeston. The enchantment of sailing on San Francisco Bay \$12.95

Guide to Western Skiing

By Curtis Casewit. Complete information on resorts in the Rockies, Cascades and Sierra \$2.95

The High Adventure of Eric Ryback

A backpacker's conquest of the 2500 mile Pacific Coast Trail \$6.95

Down the Wild Rivers

By Thomas Harris. A canoeist's guide to the California rivers \$4.95

Chronicle Tackle Box Guides

By Jim Freeman. Nine separate books on the lakes and streams of California each \$1.95

Travel

Adventures in the Wine Country

By Jefferson Morgan. Excursions through the California wine country \$2.95

Combing the Coast

By Ruth Jackson. Where to go and what to see south of San Francisco \$2.95

The Bay Area at Your Feet

By Margot Doss. Walking trips around the San Francisco Bay \$2.95

Golden Gate Park at Your Feet

By Margot Doss. What to do in the world's most beautiful park \$2.95

Animals

The Wonderful World of Dogs

By Frank Miller, DVM. Questions and answers about man's best friend's health and happiness \$5.95

First Horse

By Ruth Hapgood. Basic horse care illustrated \$6.95

Conservation

For Better or For Worse

By Harold Gilliam. The ecology of an urban area \$5.95

Between the Devil and the Deep Blue Bay

By Harold Gilliam. The struggle to save San Francisco Bay \$2.95

Architecture

They Chose to be Different

By Chuck Crandall. Unusual California homes in text and photos \$9.95

Adobes in the Sun

By Morley Baer and Augusta Fink. The elegance of a more tranquil era \$14.95

Here Today

By the Junior League of San Francisco. The best of the old architecture in the San Francisco Area \$14.95

Your Private World

By Thomas Church. Landscaping ideas for every homeowner and gardener \$9.95

Food

Eat to Your Heart's Content

By C. Gordon and Kay Heiss. The low cholesterol gourmet cookbook \$6.95

The Greengrocer

By Joe Carcione. The consumer's guide to fruits and vegetables \$6.95

Literature

The Fearless Spectator

By Charles McCabe. A provocative columnist's opinions on practically everything \$6.95

Mr. Nixon and My Other Problems

By Arthur Hoppe. A brilliant series of political satires \$6.95

Californiana

Monterey, the Presence of the Past

By Augusta Fink. The saga of the beautiful Monterey Peninsula \$9.95

Anybody's Gold

By Joseph Henry Jackson. The story of California's mining towns \$7.95

Sketches of Early California

By Don DeVev. Personal adventures by early settlers \$6.95

Tales of Love and Hate in Old San Francisco

By Millie Robbins. Stories about the rich famous and infamous \$6.95

The Immortal San Franciscans

By Eugene Block. The men for whom the streets were named \$7.95

The Suburbs of San Francisco

The stories of 50 towns and villages surrounding S.F. Bay \$6.95

San Francisco Chronicle
THE VOICE OF THE WEST

Chronicle Books

Chronicle Features



Champlin

EARL S. CHAMPLIN, business manager, has been named general manager of the *Jamestown* (N.Y.) *Post-Journal*. He succeeds ROGER H. VENMNA, who has retired.



Slator

VICTOR ZORZA, syndicated columnist, has been appointed Professorial Lecturer of International Relations at Johns Hopkins University School of International Studies in Washington. Zorza will lecture in "predictive analysis."

PAUL TRENCH, local editorial writer for the *San Antonio* (Tex.) *Light* for 27 years—retired.

ROBERT H. STOPHER, retired editorial page editor of the *Beacon* (O.) *Journal*, has been appointed to the Area Progress Board, a local civic agency.

CELINE SLATOR, co-publisher of the *Middebury* (Vt.) *Addison County Independent*, is the first woman to have been named president of the New England Press Association. Her election took place at the NEPA winter convention.

WILLIAM K. ULERICH, president of the Progressive Publishing Co., Inc. of Clearfield, Penna., publisher of dailies in Clearfield and Danville, has been elected vice-president of the board of trustees of Pennsylvania State University.

MURLIN SPENCER, one-time chief of the AP's Seattle bureau, and a veteran newsman in the Pacific Northwest, has joined the staff of the *Eugene* (Ore.) *Register-Guard*.

KENNETH MORRIS—named national ad director for the *Oregon Statesman Capital Journal*. JAMES REDEWALD, a former retail ad salesman, has been named to succeed Morris as classified advertising manager.

ALLAN GEMMELL, business office manager, has been named controller of the *Eugene* (Ore.) *Register-Guard*.

How to protect yourself against Publishers Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office. **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U. S. offices: New York, San Francisco, Chicago, Atlanta.

St. Louis G-D promotes 3 admen

Francis W. Zundel has been named retail advertising manager of the *St. Louis Globe-Democrat*, replacing Richard L. Sullivan who retired January 1 after 48 years with the newspaper.



Zundel



Sullivan

The appointment of Zundel, who has been with the *Globe-Democrat* advertising department since 1958, was one of three new assignments announced by advertising director Ben Magdovitz.

Zundel, 47, was in the commercial advertising field for nine years before joining the *Globe-Democrat* advertising sales staff. He had served as the rotogravure advertising manager since 1965.

Replacing Zundel as the roto manager is Richard P. Terry, 38, who started with the *Globe* in 1956. Terry will handle sales and preparation of the *Sunday Magazine* and other color magazine supplements.



Terry



Wiess

Appointed to the position as assistant to the advertising director was Darwin D. Wiess, 34, who joined the newspaper as an advertising sales representative in 1961. Wiess fills a position that has been vacant since the retirement October 1 of Louis J. Hoffman.

STEPHEN A. ROTHMAN, a staff writer for the *Waukegan* (Ill.) *News-Sun*, has been nominated to membership in the American Judicature Society.

ALLAN CHARNISH, former business editor for the *West Allis* (Wis.) *Star*, has joined Daniel J. Edelman, Inc. public relations firm.

W. HARRY STONE—named public relations-promotion director of the *Biloxi* (Miss.) *Daily Herald*. DON HUNT, formerly retail ad director, has been promoted to ad director.

news-people

JOE CARTER, formerly with the *Oklahoma City* (Okla.) *Oklahoma Journal*—named communications director of the Democratic National Committee.

NANCY GOODWIN—named women's editor of the *Clinton* (Okla.) *Daily News*.

PAUL PROCACCI, a former assistant circulation manager, named circulation manager the *Jersey City* (N.J.) *Jersey Journal*, succeeding the late DONALD ROBERTSON.

GEORGE W. BLISS has been appointed chief investigative reporter for the *Chicago Tribune*. Bliss, a Pulitzer Prize winner for local reporting, has been the director of the Tribune Task Force.

PAUL E. DANILUK, a district manager, has been named assistant circulation manager, and RICHARD O. LEEBERS, a promotion staffer, has been promoted to promotion manager of the *Canton* (O.) *Repository*.

ARTHUR TOOD JR. was appointed assistant controller, and GEORGE R. DANKSACK auditor at the *Toledo* (O.) *Blade*.

The Board of Directors have elected ROBERT SUAREZ treasurer and assistant secretary of Knight Publishing Company, publishers of the *Charlotte Observer* and the *Charlotte* (N.C.) *News*. Suarez is currently controller.

JAMES BRADY, former editorial director of *Harper's Bazaar*—joined New York magazine as a contributing editor.

JAMES R. CRATE, managing editor of the weekly *Ann Arbor Advisor*—named night editor of the *Ottawa Journal*, Ottawa, Canada.

YARDLEY JONES — appointed editorial cartoonist of the *Montreal Star*. Jones, who had been cartoonist with the now-defunct *Toronto Telegram*, succeeds the late Ed McNally on the *Star*.

WILLIAM BAUMGARDNER has become business manager of the *Boston Herald American/Herald Advertiser*. Baumgardner had previously been with the now-defunct *Herald Tribune* and the *Washington Post*.

LAURETTE KITCHEN, news editor, has been named editor of the Palisade Newspapers of Englewood, N.J.

TIM H. MILLER, previously city editor, has been named managing editor of the *Eaton* (O.) *Register-Herald*.

J. W. (BILL) HOBACK has been named ad director, and T. L. NEWTON ad manager of the *Chattanooga News Free-Press*.

KEITH L. MCGLADE—named treasurer of the *Detroit Free Press* Inc. He had been corporate controller.

n the news



Jones

MRS. ROGER ANN JONES, a former state respondent, has been named state news editor of the *Macon (Ga.) Telegraph and vs.* Previously, she had been news editor of the *Taylor County News*.

H. WOODWARD, previously advertising director of the *Gary (Ind.) Post-bune*—promoted to assistant to the publisher. ROBERT KELLY has been appointed ad director and DON ROSS, formerly with the *Oklahoma Eagle*—named assistant to the managing editor.

MARY ELLIS CARLTON, editor of special sections for the *Long Beach (Calif.) Independent, Press-Telegram*—named daily assistant to succeed STERLING BEMIS, assistant editor and former managing editor who has retired. JIM LEAVY—Independent city desk, is the new editor of *thland* magazine. PRESTON REESE—named to Action Line.

KENNETH JOHNSON—named assistant general manager for operations of the *shington Post*. He had been assistant the production director.

ROBERT MITTENDORF—named retail manager, the *Macomb (Mich.) Daily*. He is public service and promotion manager of the *Lansing (Mich.) State Jour-*



Stryker

ROY STRYKER—promoted to general manager of the *Syracuse Newspapers,racuse (N.Y.)*. Stryker succeeds ROBERT SMITH, who retired. Stryker had been account executive for the *Syracuse pers.*

WILLIAM A. SMALL JR., publisher of the *teson (Ariz.) Daily Citizen*—named master editor and publisher by the Arizona Newspaper Assn.

JOHN BUCKLEY—named sports editor of the *Worcester (Mass.) Gazette*. Bickley has been with the paper for 18 years, and succeeds the retiring CHICK MORSE.

W. STUART AWBREY, a former *Hutchinson (Kan.) News* and *Chicago Daily News* reporter, named director of information for the Children's Television Workshop.

PATRICK ARNOLD, a former reporter in Los Angeles and Oregon, named AP Las Vegas correspondent.

EARL F. BROWN who joined the paper in December from the *Baltimore Sun*, has been made circulation director of the *Cincinnati Post*. ERNEST KARAM was named circulation and labor relations consultant.



Coy



Kaleski

GERALD COY, previously co-op ad manager for *Cleveland Press*—appointed ad manager of the *West Oakland County (Mich.) Spinal Column*, replacing RICHARD KALESKI, named assistant publisher.

GEORGE WASHINGTON has been named president and publisher of the *Madisonville (Ky.) Publishing Company*, publishers of the *Madisonville Messenger*. He succeeds R. GUY HANKINS, who became president and publisher of the *Manassas (Va.) Journal Messenger* and the *Dunfries (Va.) Potomac News*.

DAVID A. ROOD appointed editor of the *Escanaba (Mich.) Daily Press*, where he had been acting editor.

JAMES SMALLEY—appointed assistant production manager, the *Orlando (Fla.) Sentinel-Star*; he will be responsible for night operations. He was previously the *Miami Herald's* pressroom manager. ALLEN MACFARLAND was named manager of the engraving and offset platemaking department of the *Sentinel-Star*.

GERALD T. TACHE, publisher of the *New Bedford (Mass.) Standard-Times*, elected first president of the newly-formed Massachusetts Newspaper Publishers Association. The association replaces the Massachusetts Newspaper Information Service (MNIS), which had operated for over 25 years. Tache said the new organization had been formed because increased pressures had indicated "a formal approach with respect to government."

CHARLES HOFFMAN—elected editor of the *Stanford Daily* at Stanford University. Hoffman has been sports and staff editor, and will guide the *Daily* as it attempts to achieve financial independence from Stanford.

LARRY HALL, retiring as Associated Press reporter in Jefferson City, Mo. has been honored by the Missouri House and Senate for his "fair and accurate reporting." Hall had covered Missouri politics for 25 years.

EUGENE PRICE, the editor of the *Goldsboro (N.C.) News-Argus*—elected president of the North Carolina Associated Press Club.

ROBERT C. PACE has retired as general manager of the International Newspaper Advertising Executives after 26 years service.

MICHAEL T. NIEMANN, a former *Grand Rapids (Mich.) Press* editorial staffer has joined the press relations staff of Detroit Edison Co.

Edgar T. Wolfe Jr. elected chairman of Dispatch Co.

Edgar T. Wolfe Jr. has been named to succeed his uncle, Robert H. Wolfe as publisher and chairman of the board of the *Dispatch Printing Co.* in Columbus, Ohio.

John T. Wolfe has been appointed to succeed his father, Preston Wolfe as president of the company, which publishes the *Columbus Dispatch* (eS) and is the printing, circulation and ad selling agent for the morning *Columbus Citizen-Journal*, an E. W. Scripps Co. newspaper.

The retirement of the two brothers was announced at the annual meeting of the board of directors. Both will remain as members of the board.

William C. Wolfe, the son of Robert H. Wolfe, was named first vicepresident and secretary of the company and Richard C. Davies, a vicepresident and member of the board, will also become treasurer of the firm.

Edgar Wolfe Jr. is the son of the late Edgar T. Wolfe Sr., publisher of the former *Ohio State Journal* and co-publisher of the *Dispatch*. The two papers were merged in 1949.

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NATION-WIDE PERSONAL SERVICE

Retailers give opinions on major topics

By Jeff Mill

One of the features of the recent International Newspaper Advertising Executives meeting was a session with panelists from five major retailers answering questions on attitudes and ideas of retailers, and their effect on newspapers.

The panel members were Mark Fisher of Strawbridge and Clothier, Philadelphia; Harry Hedberg of the Milwaukee Boston Store; Max Bierman of Spartan-Atlantic; Sonja Larsen, Howland's, White Plains, N.Y.; and Donald O'Brien of Jordan Marsh, Miami.

The discussion was moderated by Gannett Newspapers' advertising director Cortland Peterson. He asked the panel questions from a list of 30 compiled by INAE on "Q & A, The Retail Way." The panelists were given a light system to express "Yes" or "No" answers.

Unanimity was a rarity

Among the items that the panel did agree on totally were: 100% 'No' on "ability to measure the contribution of each medium in an ad campaign using mix;" 100% 'Yes' that demographics and other sophisticated marketing techniques would enable them to "zero in" on selected segments.

The panel also was unanimous in saying that the Federal Trade Commission rulings on cooperative advertising of last August would not reduce the dollar volume of cooperative advertising. The panel also said that co-op ads were used as an "additive or add-on." All five members agreed that later ad copy deadlines would not increase advertising.

Elsewhere, the panel was in disagreement. Only two members announced that they would increase their 1973 tv ad budget. The other three members said the high cost of tv weighed against it.

At the same time, only two members of the panel said they would increase the newspaper budget, and one of these would rely upon inserts. Three out of five found that media costs were roughly the same per rate.

A 60% 'Yes' was recorded on whether increased postal rates would limit direct mail advertising. However, the decline in general mail ads would result in using mail more selectively.

Only two said they would use newspapers for reaching select segments of the market, and these only in the central city and suburbs. Another panelist said he would rely upon direct mail for selectivity.

Zone ads drew only one favorable response, and only one increase in their usage. Four of the five did say that they feel suburban papers now present an increased vehicle for ads over the metro paper.

80% of the panel said they would like to see computer banks of subscribers matched to account holders, but one of

the panelists said that newspapers "would be crazy to supply it."

Four of the five said they could and did measure the immediate impact of an individual ad.

Three of the five said that they expected an increase in usage of pre-prints over the next five years. One of the three, Max Bierman, took the other two to task when they said that in the last year they had used "What was it? One, two?" Bierman told Fisher and Hedberg that his company had used 35 pre-prints, and that "the discounter must (use pre-prints) to survive." Bierman added that roto ads were "key" in his ad campaigns.

The panel found that lead time was more of a consideration than cost with roto ads, and felt that papers do not do a good enough job in presenting ROP to advertisers. They urged papers to emphasize the "quality of the product" and to insure its quality.

Three of the five panelists said that improved reproduction would cause them to increase their advertising.

The panelists concluded on a split vote, with three of them saying that they would like to spread their advertising out more equally over the days of the week. The panelists were in agreement earlier, saying that the key to the whole discussion was "the flexibility of papers" in working with the retailers.

National retail views

Three national retailers provided an insight into some of the thinking behind the Bureau of Advertising "Future of Retailing" presentation at the INAE meeting (E&P, Jan. 20).

The three, Paul Walker of Richard's in Miami, Bert Kaiser of Grand-way Division of Grand Union, and Frank Mayans of Federated Stores participated in a panel discussion following the presentation.

Kaiser stunned the ad executives when he related how 25,000 copies of a 24-page insert were lost off the loading dock of the paper in which they were to appear. The delivery was made early in the morning to insure their inclusion. So early that they were there when the surplus paper collector showed up, he took the inserts, too.

While the audience was still trying to recover from that, Kaiser explained that technological innovations were felt less with retailers than with the manufacturers, and that "paradoxically," the standardization of products has served to increase selectivity among consumers.

More quality

Walker indicated that consumers want more quality with less markup, thereby opening the door to discounters and catalogue stores. Walker said that he was in a special situation in Miami, with Sunday openings and an "aggressive situation" that requires much more advertising. He said that this situation was causing retailers to shift their advertising from the traditional Sunday paper to Saturday, and in some cases to Friday. He said the shift was explained by higher ad rates on Sunday, and by the fact that many copies of the Sunday edition went out of the market area.

Mayans disagreed with Walker's asser-

tion that he has written off the central city and the downtown flagship store, saying that the retailer, "must be prepared" and that he must treat each downtown situation separately. Mass transportation or the lack of it, and central city housing patterns were important considerations.

The retailers agreed that cable would not be a threat to newspaper advertising for at least "20 years." Walker said it was too expensive, while Mayan said the implementation of cable was spoken of in the BoA presentation was "so long range it shouldn't ruin our week." He did say that cable might be used as an adjunct to catalogue selection stores.

Philadelphia papers offering 'combo' rate

The combined circulation of the *Philadelphia Inquirer* and *Philadelphia Daily News* is being offered to national advertisers at a reduced combination mill rate of \$4.07, effective February 1. The *Inquirer* and *Daily News*, both published by Philadelphia Newspapers, Inc., have a combined daily circulation of 703,074.

The new open national advertising rate has been set at \$2.86 per line, 91¢ per line less than the rates for the newspapers if purchased individually. Advertising may still be purchased separately in either newspaper.

Sam S. McKeel, vicepresident and general manager of PNI, said that a new sales arm, the PNI National Advertising Department, has been formed from present advertising staff members of the *Inquirer* and *Daily News*.

McKeel named Roger Williams who was national advertising manager of the *Inquirer* as PNI national advertising manager and James Ritchie who was *Daily News* manager of national advertising as PNI national advertising sales manager. Both are currently employed by the newspapers.

Knight Advertising Sales, with offices in New York, Chicago, Detroit, Miami and Atlanta, will continue to represent both Philadelphia newspapers. Fitzpatrick Associates, with offices in San Francisco and Los Angeles, will continue to represent The *Inquirer* and *Daily News* on the West Coast.

Sandusky Register picks Ward-Griffith to rep

The *Sandusky* (Ohio) *Register* appointed Ward-Griffith Inc. as its national advertising representatives on November 1, it was reported January 25 by Don Devich Jr., manager of W-G.

Devich told EDITOR & PUBLISHER that the publisher (Norman Rau) and the advertising director (Herb Griffiths) "both felt the need for intelligent representation, especially in view of today's strong competitive situation."

The paper, Devich noted, "had gone for some years without a representative."

*Of the approximately fifty daily newspaper sales in 1972
reported in the December 30 issue of
Editor & Publisher . . .*

we represented either buyer or seller in eight,
or approximately one out of six daily newspaper
sales to take place in the United States in 1972.

Is this achievement anything new for us? Actually,
over the past decade we have handled scores of
daily newspaper transactions.

And because we regard the interests of the sell-
ing publisher and the buyer as the most important
ones, we strictly adhere to a policy of initial sale
announcements to fellow publishers and the
public by selling publisher or buyer only.

Jack L. Stoll
and ASSOCIATES

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58 Years of
Personal Service

CATCH-lines

By Lenora Williamson

"IF YOU WOKE UP THIS MORNING needing a good night's sleep, be comforted in the knowledge that you do not yawn alone." This lead for Susan Watson's *Detroit Free Press* feature conveys a diagnosis of those January-February blahs from Dr. A. Martin Lerner, who explains why "gloom mantles our shoulders and weariness is a way of life." In medical terms, we may have subclinical or marginal flu which can tire us out but not put us to bed. Subclinical flu is compounded by natural sensitivity people have to sunshine-less winter weather. Concluded Susan: "The man on the street—we only had energy to talk to one—had no response. He just yawned and kept on counting the hours till quitting time."

* * *

WHAT WAS THE RUSH? asked the *Long Island* (N.Y.) *Press* head for an AP item out of South Africa relating that a funeral procession was delayed more than an hour after the hearse ran a red light and the driver got a ticket.

* * *

CONCLUDING 39 YEARS and 11 months as assistant and head critic movie critic of the *New York News*, Wanda Hale writes in a Sunday piece titled "Hale and Farewell" that people always say to her: "What a glamorous job you have, seeing all the movies in private screening rooms. And what interesting people you meet, all those movie stars." Adds Wanda, "Those enthusiasts don't have to go to a movie, rush out in all kinds of weather to find a taxi to get back to the office, put the seat of their pants to the seat of their chairs, put copy paper in the typewriter and get at it to meet a deadline. And worry about how many stars to put at the top of the review, a burden on us at The News that other critics don't have." Wanda says she still agrees with those who consider "The Informer" the best picture ever made.

* * *

WHITE HOUSE REPORTERS staying at the Royal Biscayne Hotel in mid-January were told they had to get out to make room for another group, according to a *Miami Herald* item. "The other group turned out to be public relations representatives of International Telephone and Telegraph Co., in town for a seminar on how to improve relations with the press."

Consumer complaints answered in column

The *Chicago Sun-Times* has introduced HELP-MATE, a semi-weekly question-and-answer column offering aid to readers in getting their money's worth and protecting their health and safety in today's marketplace.

The column appears Thursday and Sunday in *Sun-Times Two*, the newspaper's recently expanded features section.

Readers with consumer complaints are invited to write HELP-MATE, and to include copies of all pertinent sales slips, warranties and other documents that might prove helpful in resolving questions.

Problems of general interest and concern are answered by the staff of Consumer News Inc., a consumer-oriented publishing firm.

Earlier this month the *Sun-Times* introduced a marketing column by Rob Cuscaden; a Leisure section offering coverage of participant sporting activities; and Midwest at Home, a Sunday magazine section oriented toward interior decorating, home furnishings and gardening.

Intern program

The *Anderson* (S.C.) *Daily Mail* and *Independent* will participate in a program with Erskine College whereby students may earn college credits in journalism while serving internships at the papers.

The newspapers will accept up to two students in the summer and one in the January interim term. They will be able to earn up to four hours credits.

Interns must complete Erskine's two courses in journalism, be recommended by the college and approved by the newspapers. Courses in journalism will serve as a prerequisite to the internship.

Audit endorsed

The Audit Bureau of Circulations plan to provide standardized surveys of newspaper audience demographics has received the endorsement of the newspaper committee of the Association of National Advertisers. The ABC surveys will provide audience data from some 70 major newspaper markets to allow analysis of these markets on a more comparable basis than is presently available.

An EARLY ST. PATRICK'S DAY GREETING explained editor Charles E. Engleman as a certain January edition of the *Clinton* (Okla.) *Daily News* appeared on bright green paper. Regular newsprint was in short supply because of barge shipment delays, and the *News* used a few rolls of the green stuff it was saving for March 17.

* * *

"I'M SURPRISED that you found Dolley Madison's name misspelled in only two reference books. Like Mathew (one t) Brady, her name is misspelled more often than not," writes syndicated columnist Philip H. Love in a note referring to a Catch-lines item January 20. "Dolley's signature is available in several places, but only the most meticulous writers pay any attention to her spelling, and they are sometimes overruled by editors or proof-readers who just can't believe there can be an 'e' in Dolley. I have the same trouble with people who look right at my signature and then go right ahead and put an extra 'l' in Philip."

* * *

EDITORIAL POLICY—When Philip Geyelin, editor of the *Washington Post* editorial page, was being interviewed by Anne Denton Blair for TelePrompTer Cable TV's "Window on Washington", he was asked how the paper's editorial policy is made. Geyelin said it was hard to define, but that he and publisher Katherine Graham had finally settled on a one-sentence description: "It more or less bubbles up from the bottom, but not without someone watching the pot." And, Geyelin added, "Mrs. Graham watches the pot."

* * *

HERE COMES THE JUDGE—An AP story out of Baltimore says that a judge thinks political columnists and sports writers violate Maryland law by predicting the future. Judge Robert Gerstung agreed with an attorney representing a client accused of violating an anti-fortune telling statute that he could find no difference between fortune telling and media prognosticators. But, the judge added, he was not responsible for selective enforcement of the law and fined the woman \$10.

* * *

ONE TRADITION CONTINUES, the rating game for top ten news stories. Replying firmly to the UPI poll rating headline impact and significance, Don Cobb of the *Wilmington* (N.C.) *Star-News* answered: "I question attaching any significance whatsoever to the Hughes-Irving, Fischer-Spasky stories and only minimal, if any, to the baseball strikes. Unlike most of my colleagues, I don't attach much headline value to them either. I think the press in general behaved like jackasses in the verbal and visual overkill attached to the first two."

* * *

Short Takes

Snipers Slay 10, 1 Killed
Headline—*Pompano Beach* (Fla.) *Sun-Sentinel*.

* * *

But the men who drafted the Constitution apparently gave it little General George Washington thought at the time.
—*Camden* (N.J.) *Courier-Post*.

* * *

Vice President Agnew led the lust of American officials.—*Cocoa* (Fla.) *Today*.

* * *

That Nixon, says Clifford F. Moore, a gentle woman with crisp speech and a clear memory, has never been heard to argue with his wife.—*Los Angeles Times*.

* * *

According to Sheriff Evans, the suspects arrived at the bridge about one minute prior to the 1971 auto which the suspects were driving.—*Athens* (Ala.) *Courier*.

* * *

AD: Wanted: Norwegians are needed to ride top of 15' van to check the clearance on overpasses on I-29. Need about 6 day work.—*Hillsboro* (N.D.) *Banner*.

Competition thrives

(Continued from page 7)

get a strong foothold and to set up a se for advertising," Schrader remarked. The Valley Times' editor feels "there l never be a single winner as far as e paper coming out the final victor by ying out the others.

"I see the two men (Sparks and Lesh- maintaining the papers as long as y live, whether they're making money ot. And I see the Independent as the er ultimately. It may eventually suc- nb under the pressure of competition, d I would be sorry to see this.

The Independent certainly provides a ce for that group of people that feel y must have their own philosophy oused. But I feel that it's going to be a r of money and power along with good torial product," Schrader added.

At the Herald-News, John Oliver "hesi- es to say anything about the Indepen- it.

"Maybe the other papers around here e going to make it even stronger. There e been rumors that the Independent s going to fold as long as I've been e," Oliver said.

"And the rumors continue to come and e Independent continues to stay," he led.

Local news stressed

One thing that all the papers have in mon is their stress on local news.

Except for two columns of AP wirecopy the front page "we're 90-95 per cent al news now. If a late page opens in ssified then we have NEA feature ma- ial dropped in," Schrader said of the lley Times editorial content.

"We're also the only paper that's run- g a local editorial everyday—except urday and Monday when we don't pub- l."

Before Schrader took over as editor of Times in November, he was executive tor of the *DeKalb* (Ill.) *Chronicle*. And ore that, he was editor of the rival rald-News, where John Oliver was n a bureau chief.

When he returned to Livermore, he ruitied a photographer and a reporter m the Herald-News staff. In January, enticed the Independent's sports editor r to the Times, whose staff is now at

n terms of staff advantage, the Her- d-News seems to have an edge with 19, duding their bureau people and two otographers. It also emphasizes local s which fills 70-85 per cent of the er. The rest is UPI copy and some idicated columns.

The Independent, meanwhile, has a ff of seven full timers and two part- ers. It carries no wire or syndicated uture columns and is completely local.

Similar mechanical operations

Mechanically the Valley Times and rald-News (and Pioneer's) operations e similar.

The Times is made-up, typeset (cold, ept for classified) and printed in Wal-

nut Creek—home of the Leshner chain. Copy is moved there by courier or tele- printer.

The Herald-News is made-up at the Hayward Daily Review—Spark's head- quarters—where typesetting is also done. Paste-ups are brought back to Livermore. They're shot, stripped and run on a Goss offset press in the Herald-News building. The same press handles the Pioneer (which has two editions—a Livermore and a Dublin-San Ramon edition) and the Fremont Argus.

The Herald-News also prints a second edition for Dublin-San Ramon by chasing the front and jump page for Dublin-San Ramon news exclusively.

They also use courier to send copy and art to Hayward, as well as a telefax for transmitting late-breaking news to their desk there.

The Independent sets most of its own type on Justowriters in Livermore. The paper is run across the bay at a contract printing plant.

While it will be a while before the Times' impact into the Valley is known, one thing is certain: hardly any resident need go wanting to find a paper matching his point of view.

N.Y. Times acquires Marco Island Eagle

The New York Times Company has ac- quired for cash the assets of the Marco Island Publishing Corporation from William R. Tamplin and Raymond Henle.

The company publishes the *Marco Is- land Eagle*, a weekly newspaper in Collier County on the gulf coast in southwest Florida. The newspaper, which Tamplin and Henle founded in 1968, has a current circulation of 3,200 copies.

Tamplin continues as publisher and edi- tor, and Mrs. Jeanne Tamplin remains as managing editor.

The acquisition brings to 10 the number of Florida newspapers owned by the New York Times. Six of them are daily news- papers and are located in Gainesville, Ocala, Lakeland, Palatka, Leesburg and Lake City. The weeklies, in addition to Marco Island, are located in Sebring, Avon Park and Fernandina Beach. The combined circulation of all 10 newspapers is about 116,000 copies.

Pillsbury commissions study of food pages

Dr. Walter W. Ward of the Oklahoma State University school of journalism and broadcasting has been commissioned by the Pillsbury Company to study newspa- per food pages.

His research will be presented to food editors and newspaper management per- sonnel in Los Angeles February 25 at the Bake-off.

"The objective of the research is to replace the rhetoric, allegations and de- fensiveness which in recent months has characterized discussions of newspaper food coverage with the facts, whatever they may be," said Louis I. Gelfand, Pillsbury director of public relations.

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Human experience accented in news photography exhibit

Carole Kismaric, assistant director of the Museum of Modern Art's upcoming (January 30) exhibit, FROM THE PICTURE PRESS, began by stating what the exhibit is not:

"It is first of all, not a collection of the 'best' or most momentous news photos, nor is it an attempt to trace the history of news photography. What it is, is a look at the kinds of pictures that newspapers print every day, because the bulk of the medium is made up of very ordinary subjects. Although it would be wrong to say that each day's paper reproduces the same events, nevertheless there are basic human issues that are repeated, with subtle and fascinating variations, day after day. I doubt whether anyone will recognize more than five (of the over 200 photos) as so-called 'classics'."

The show is broken down into several categories, which as Carole says, "evolved naturally": They are Ceremonies, Winners, Losers, Disasters, Good News-Good Life, Alarums & Conundrums (non-disastrous confrontations), and Heroes. They will be displayed without captions, thereby giving the viewer an opportunity to form his own opinions.

"The quality of the camera," says Carole, "particularly large format cameras like the 4x5 Speed Graphic with flash, to describe events, is so exact that news photography is in itself an effective information medium."

Most of the material gathered by Carole and John Szarkowski, Museum photography director, comes from the show's sponsor, the *New York Daily News*. Other contributors include UPI, AP, *Chicago Tribune*, *London Daily Times*, and the *Los Angeles Herald-Examiner*.

"One advantage John and I had in compiling the pictures was that due to the nature of the show we didn't have to touch any historical bases or make it represent the entire range of news photography throughout the country." Nevertheless, the show is the result of more than three years of research, begun by the late photographer Diane Arbus.

Carole fully expects the exhibit to be somewhat controversial, in that it might not conform to people's (both newspapermen's and laymen's) expectations. "I think that photographers will like it, because they understand the nature of visual language apart from words. But what we want to give to others is a closer look at news photography as a conveyor of human emotions and their universality."

The exhibit, which will run through April 30, will be open to publishers during ANPA week.



Les Nehamkin, *United Press International*.



Gary Kagan, *New York Daily News*.



George Torre, N.Y. Daily News

**“basic human issues,
repeated daily, with
subtle variations.”**



George Mattson, N.Y. Daily News.

Now her fans say Etta Hulme draws cartoons 'like a man'

By Mary Ficklen

Etta Hulme is quietly completing her second year as the only woman whose political cartoons appear regularly in a United States daily newspaper.

She draws five cartoons a week for the editorial page of the *Fort Worth Evening Star-Telegram*.

Mrs. Hulme says she "slipped in the back door" when she "made the market rounds with art samples" and bid for part-time work at the paper.

"I didn't go looking for an editorial job," says the artist, "but I had a rough on Nixon among my samples, and it interested the editor. He said they would look at more political stuff."

At first her work appeared "sort of erratically." Within a couple of months, however, she went on a three-a-week schedule, then five-a-week. The evening paper had formerly used syndicated cartoons. (Harold Maples is the morning *Star-Telegram* cartoonist.)

Simple, direct comments

The crisp Hulme drawings cut through news verbiage to present simple, direct, and usually humorous comments on the political scene.

They run to blacks and whites and a little gray. They usually favor the friendly put-down rather than biting satire.

"I aspire to humor," she says, "though I don't always achieve it. Sometimes people read things into the drawings that I didn't intend to put there."

One reader complained about a cartoon depicting Nixon using a ouija board. "She wrote that the President did not resort to the occult."

"I kind of like the big scene," she says. She draws frequently about national and international news.

She terms her style "confused" and says she still hasn't found a style she is completely satisfied with.

"I tend to be wordy, with underlines that run too long, and I'm still fooling around with my drawing."

Her Nixon is 'cute'

She finds Nixon and Kissinger and "don't forget Agnew" are fun to draw. Her Nixon figure sort of evolved, and she has had people tell her it is "cute."

She continues to develop the character since "I don't like any of my cartoons after they are about two weeks old."

Ms. Hulme says her femininity has "had no particular effect on my work—at least I hope it hasn't." She has been told by readers that she "draws like a man" and she isn't sure but she thinks they meant to be complimentary.

Her prime professional concern now regards the jailing of reporters who fail to reveal news sources to grand juries.

"I am appalled at developments in this direction. The public right to information is endangered. The first, second, even the third case of this kind makes headlines; the reporter refuses to reveal his sources and goes to jail. But what happens down the line—to the twelfth or the twentieth reporter brought into court?"

"I don't see any harm in keeping the First Amendment. Democracy is like a great big rocking horse, tilting first one way and then another. It's a delicate matter, and freedom of the press is essential to its balance," she says.

Ms. Hulme recently visited Washington where she visited "Lincoln and Jefferson and other old friends."

"All elected officials and bureaucrats should be required to visit the Lincoln and Jefferson Monuments about once a week and read the quotations inscribed on them," she adds.

Worked for Walt Disney

Ms. Hulme has drawn cartoons as long as she can remember. Her career parallels that of a number of her male counterparts.

College (a bachelor's degree in fine arts from the University of Texas); off to California to work for Walt Disney; a contract to draw comic books; commercial art, teaching, free lancing.

She was a film animator for Disney studios and still has to remember to draw four instead of the three fingers animators usually put on a hand. "Red Rabbit," a take-off on the popular comic character Red Rider, was the short-lived comic book.

She was teaching at the Littlehouse School of Art in San Antonio in the early 1950s when her first political cartoons ap-



Etta Hulme

peared in the political weekly, the *Texas Observer*.

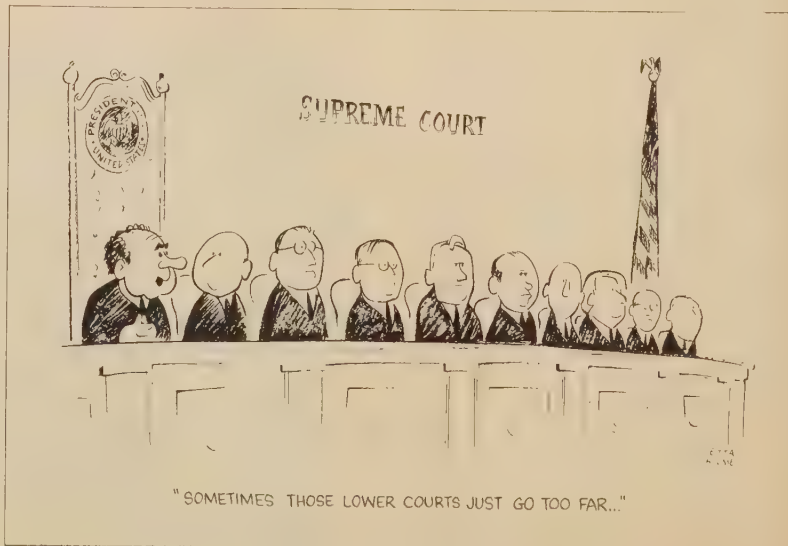
She married chemical engineer Vernon Hulme and had first two girls, then two boys who now range from 10 to 17.

She says she decided early on that she "didn't have much aptitude for housework," so she began to free lance from home. "I did cartoons for newspaper ads, brochures—most anything except fashion art. My models looked too much like hill billies for fashion advertising."

For equal rights

She says she is not a sign-carrying women's libber, but she feels strongly that women should have equal legal rights and equal job and promotion opportunities.

Her husband, she says, is, happily, patient and understanding. "My children," she adds, "don't understand at all—they (Continued on next page)"



Mary Ficklen is a free lance writer who lives in Dallas.

Newspapers get high marks in readers' ratings

Newspapers are the top sources of community information and contain the most reliable advertising, according to a new report from the Communications Research Center in the S. I. Newhouse School of Public Communications at Syracuse University.

The report, *The Newspaper and the Community: Preliminary Findings from a Standardized Community Newspaper Survey*, is a compilation of the findings of 10 newspaper surveys in six states representing virtually every region of the country. The report was prepared by the staff of the Center. Dr. Wesley C. Clark is director of the Center; associates are Roger Seip and Richard Lindeborg.

The surveys were conducted by newspapers using the Standardized Community Newspaper Self Survey Kit developed by the Communications Research Center and the data were analyzed by computer at Syracuse University.

Other principal findings reported in the Syracuse publication include:

1. More people say newspapers are better now than say they were better two years ago.
2. Newspapers are rated high on these qualities: neat appearance, having print which is easy to read, clear writing, coverage of local government, and containing enough good news.
3. Newspapers are rated somewhat lower on: serving the interests of the entire community, being a powerful force in the community, fair political coverage, and treating all advertisers equally.
4. Newspaper topics in which people say they are interested include: taxes, prices, health care, ecology, and crime news.
5. Newspaper topics in which people are less inclined to be interested include: entertainment news, fashion news, cultural news, local club news, and social news.

Most likely subscribers

It was found that people who have achieved a high educational level are more likely to be newspaper subscribers than those with less formal education. Young people and older people are less likely to subscribe than other age groups.

The main reasons people give for not subscribing to a newspaper are: disinterest, delivery problems, and news obtained elsewhere.

The Syracuse report also presents an array of findings about the communities in which the surveys were conducted.

One of the principal findings is that people tend to rate their community about the same regardless of where they live.

Local community institutions which receive high ratings include: the public schools, the police department, and churches. Ranked just below these are the news media, with newspapers rated highest of the media.

Local community institutions which do not fare as well include local government and the mayor.



One of the principal likes people mention in almost every survey is the small town atmosphere.

The newspapers which conducted the surveys included in the report are: Fayetteville (N.Y.) *Eagle-Bulletin* and *Dewitt News Times*, Skaneateles (N.Y.) *Press-Marcellus Observer*, Watertown (N.Y.) *Daily Times*, Brazosport Facts, Freeport, Texas; New Milford (Conn.) *Times*, Gastonia (N.C.) *Gazette*, Freeport (Ill.) *Journal-Standard*, Seattle (Wash.) *Post-Intelligencer*, and Chicago *Today*.

The Standardized Newspaper Self Survey Kit contains step-by-step directions for a newspaper to conduct its own survey of both readers and non-readers. It provides the newspaper with information about residents' attitudes toward the community, their media use habits and news interests and an evaluation of the newspaper conducting the survey.

Both the report and the kit which can be used for conducting similar surveys are available from the Communications Research Center, 215 University Place, Syracuse University, Syracuse, New York 13210.

Bakersfield Californian upgrading its facilities

The *Bakersfield Californian* has announced it is beginning construction of a \$750,000 expansion and remodeling program.

At the same time, publisher Don Fritts said hot-type composing will be phased out and a conversion to cold-type made. The conversion has a July, 1973, target date, with the physical improvements slated for completion a year later.

This calls for construction of two floors at one corner of the two-story brick structure, extensive remodeling of the existing plant and the shift of several departments to new locations. Editorial will move to the second floor while both display and classified advertising will be joined on the first floor. Total new construction is 5,000 square feet.

Etta Hulme

(Continued from page 24)

just don't know the difference. They think all mothers have a drawing board in the den."

She does her work at home on a board placed against a kitchen-din room divider. The den provides shelf space for stacks of magazines, rows of resource books, and a growing clipping file.

She drives to the Star-Telegram office weekday mornings to turn in a finished drawing and submit idea roughs to editor Frank Friauf. Usually he okays an idea promptly, though once in awhile she scraps the roughs and starts over. Drawings about the local scene may be a little touchier than work about Nixon.

She has run into no difficulties so far as her political outlook is concerned.

"I'm a hereditary Democrat," she says. She does, however, "strive for some sort of balance. I hue softly to the truth as I see it."

"Ding" Darling has always been her favorite editorial cartoonist. She thinks maybe she gets some of her wordiness from him. "Cartoonists were lots wordier in those days. They could label shoe laces and get away with it."

Heier joins Carlson technical sales staff

The Chesley F. Carlson Company has appointed graphic arts specialist James T. Heier to its technical sales staff, North Central Division in Chicago.

Heier will be responsible for the sales and service of Carlson equipment in cooperation with the firm's established dealer organization. Heier has a graphic arts background with experience ranging from color camera operation to technical sales of photographic equipment and supplies.

Black students show interest in j-program

By Tom Atkinson
Copy Editor,
Knoxville (Tenn.) News-Sentinel

A journalism seed was planted in 1971 at a small, predominantly black liberal arts college in Knoxville, Tenn. In 1972, a healthy seedling sprouted. And with continued nurturing and care, this seedling has a good chance of flourishing and bearing fruit.

The East Tennessee chapter of Sigma Delta Chi planted the journalism seed at Knoxville College, enrollment 926, and is providing the care to keep it alive.

Through its Knoxville College Committee, the chapter organized and conducted a one-credit-hour course during an "interim" period at KC in 1971. The interim is between fall and winter semesters and calls for intensive study in selected areas. The journalism course was a supplement to regular three-hour interim courses and participation was admittedly low. However,

er, the seed was planted.

For the 1972 interim period, Professor Joe Rader in the KC English department took on the administrative responsibility for the course and helped elevate it to a regular three-hour course. The picture brightened to such an extent, the KC administration let Rader organize a semester-length journalism course which began winter term 1973.

"After SDX got this program going," Rader said, "the KC administration began to recognize some things. It saw the crying need for black journalists and the immediate action taken was the three-hour interim journalism course."

Rader has been at KC for four years and "pushing all along for journalism courses." However, he didn't expect much because those were years of cutting back on programs and little starting of new ones because of KC's financial difficulties. Rader credits the turnabout of journalism largely to SDX.

"I am so happy with the cooperation and eagerness SDX members have shown with our fledgling program," Rader said. "And, of course, I intend to keep on using them as sources."

SDX enthusiasm has been matched with student interest as the interim period progressed, according to Rader. Fifteen students enrolled, but Rader said "11 signed up just to get into a course without caring much about the subject."

However, as the interim term ended, Rader related, with his own enthusiasm showing through, "The whole group had become interested in the phenomenon of journalism, if not journalism as a vocation; and four students have a keen vocational interest."

"One student became particularly intrigued with setting up a black weekly newspaper in his Alabama hometown and was very pointed in his questioning of how that might be undertaken."

"Another student, sophomore Audrey Mahone, who has shown great interest, is the editor of the monthly KC newspaper, *The Aurora*," Rader said.

The *Aurora* is one area Rader hopes will show direct results of the journalism sessions. More frequent publication is an early goal.

The 1971 SDX pilot project was conducted entirely by the chapter. For the 1972 interim, the chapter kept in touch with KC through Professor John Lain from the University of Tennessee School of Journalism.

Chapter speakers for the 1972 class included Georgiana Vines, *Knoxville News-Sentinel* city hall reporter and SDX chapter president, on general reporting; June Adamson, UT journalism instructor, on society sections; Sammie Lynn Puett, UT journalism assistant professor, on public relations; and Harold Harlow, News-Sentinel managing editor, on editorial policies, features and promotion.

The new SDX "Careers in Journalism" film was also used and Rader had his own journalism experience to draw on. He worked on school publications and also for the *Giles Free Press* in Pulaski, Tenn., and helped get the *Gallatin Examiner* off the ground. Both are Middle Tennessee weeklies.

Rader expected his first full-semester course to focus on reporting. Although

hoping it will be a broad-based introduction to the media, Rader felt "this may be the only chance the students might get to obtain reporting experience. If the students are capable and have desire, I feel they can learn and then get experience on the outside."

The East Tennessee Professional chapter will continue to stimulate the KC program, but with the success of its first college endeavor, it decided to expand its relations with area institutions.

Therefore, the Knoxville College Chapter has given way to the College Relations Committee. This metamorphosed committee, it is hoped, will have opportunities to plant journalism seeds at other area colleges.

Thomson acquires Meadville Tribune

Thomson Newspapers Inc. has acquired the Meadville Publishing Company, publishers of the *Meadville* (Pa.) *Tribune* from Edward I. and Robert S. Bates.

The 18,000 circulation daily had been in the Bates family since 1899. Edward Bates' son, John D. Bates will become the new publisher. Thomson spokesmen said no other policy or personnel changes are contemplated.

A spokesman said the method of payment and the amount paid by Thomson would not be revealed. The effective date of the acquisition is February 1. The sale was announced on January 19.

Alternative press

(Continued from page 13)

Those sex ads copiously filling The Barb's back pages are part of Sheer's idea of a free press. "They support the sexual revolution by presenting the sexual alternatives available to people. No one is forced to read or answer them." Though circulation has shrunk from ninety thousand in 1970 to twenty-five thousand, the sex ads let The Barb show a profit.

"No one works here for free," Max staunchly declares, and he pays nine regular ad and lay-out people \$2.50 an hour. An editorial assistant can make as much as \$150 a week, and reporters are paid fifty cents a column inch. To report for The Barb, just walk in. If you have no idea of your own, Max will give you one.

Rather than moving up to the straight press, associates of The Barb tend to start underground papers of their own. The now-defunct Berkeley Tribe was founded by dissident Barbians disturbed by the sex ads, The Barb's image as a political sex paper, and Sheer's one man rule.

Max Sheer promised to teach me how to be a journalist and to show me what the underground was really like. The offer was enticing, especially since it meant writing on a rusty typewriter and a chance to meet the people who place those ads. But I had to decline. I wasn't ready for The Barb or the revolution.

(Andrew Radolf, a recent graduate of the University of Pennsylvania, is a freelance writer in San Francisco.)

CLASSIFIED

Advertising Rates

"POSITIONS WANTED" (Payable with order)

4-weeks	\$1.10 per line, per issue
3-weeks	\$1.20 per line, per issue
2-weeks	\$1.30 per line, per issue
1-week	\$1.40 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (No abbreviations)
Add 50c for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

Do not send irreplaceable clippings, etc., in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted for publication unless credit has been established.)

4-weeks	\$1.60 per line, per issue
3-weeks	\$1.70 per line, per issue
2-weeks	\$1.80 per line, per issue
1-week	\$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (No abbreviations)
Add 50c for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per space line—\$48.30 per column inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York time
Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
(AC 212) 752-7050

FEATURES AVAILABLE

BIRTHDAY CALENDAR

AMOUS BIRTHDAYS—Local angle ills mail. Test with samples, \$2.00. x 53, Editor & Publisher.

COMIC STRIPS

SASSAFRAS TEA"—Best strip in 1973. For details write: Bob Howard Enterprises Inc., 3128 Dunloe Rd., Columbus, Ohio, 43227.

GENEALOGY

ENEALOGY—Freshly written weekly column will attract rapidly growing numbers enjoying this popular pastime. New guide for the veteran family researcher. Box 120, Editor & Publisher.

HOME BUILDING

SE IT FREE—Feature service on ward-winning home-building plans. Professional story, two glossies weekly. s seen in Dallas Times Herald, Austin American-Statesman, San Antonio Express, others. Publication gets 1/6 (10) for each coupon sale. Info, same, Box 154, Editor & Publisher.

HUMOR

GEE WHIZ, BOSS"—Weekly humor feature by Eleanor Harris, nation's funniest gal. Hilarious account of secretary who sees all bosses' husband material and all husbands' immaturity. Now in 21 newspapers samples: Eleanor Harris, c/o Miami Review, P.O. Box 589, Miami, Fla.—3101.

ANNOUNCEMENTS

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V-Radio stations and CATV available throughout nation. Broker. State finances, desires. Box 198, Editor & Publisher.

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PPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Rehbiel, Box 88, Norton, Kans. 67654.

PPRAISALS FOR ALL PURPOSES. Newspaper Service Co., Inc., P.O. Dr. 428, Panama City, Fla.—32401.

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TS NOT THE DOWN PAYMENT at buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

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conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33515. No obligation, of course.

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Sales-Appraisals-Consultation
388 N. Euclid, Upland, Calif. 91786

LAW

BRIGHT, INFORMATIVE 250-word legal column on topics of interest to the well-read consumer: car warranties, tenants' troubles, zoning, taxes, civil rights, etc. Recent court cases of national application are retold in breezy, readable style. New column already in 11 papers. Samples: Professor John Ritter, University of Miami School of Law, Coral Gables, Fla. 33124.

MUSIC

THE POP-ROCK MUSIC industry is a \$30 billion annual venture and I have a handful of capsule or a single feature review of new recordings to offer you each week. Exceptional inexpensive offer especially for small and medium dailies lacking talent or funds to produce this consumer oriented column locally. Opportunity to increase young adult readership interest and attract-expand local music ad accounts. Not AP, UPI or syndicated stories, but solid, concise reviews of the new music being produced today. Box 199, Editor & Publisher.

TV LOG

WE CAN SUPPLY YOU with a weekly TV Program Log complete with network storylines and movie highlights. Only stations viewed in your area are included. Material is sent to you already typeset in camera-ready veloxes, set 12 pica measure and arrives in your plant at your specified deadline. Our 10 years experience producing complete and accurate TV Logs speaks for itself. Samples and rates. Box 940, Editor & Publisher.

ANNOUNCEMENTS

NEWSPAPER BROKERS

Negotiations for sales, purchasing, appraising of newspapers our business.

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6614 Rutgers Street
Houston, Texas 77005
Ph (713) 664-9414

The DIAL Agency, 1503 Nazareth, Kalamazoo, Mich. 49001. Ph: 349-7422. "America's No. 1 Newspaper Broker."

JOSEPH A. SNYDER, BROKER
Western, Mid-Western Newspapers
2234 E. Romeña, Anaheim, Cal. 92806

ROBERT N. BOLITHO, newspapers, magazines: appraisals, consulting.
Krehbiel-Bolitho Newspaper Service,
Box 133, Emporia, Kans. (316) 342-5280.

SYD S. GOULD ASSOCIATES
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134 S. Panama St., P.O. Box 7267
Montgomery, Ala. (205) 262-2411

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ALAN G. LEWIS, Broker, now listing over 200 buyers looking for your daily or top weekly. Ridge Road, Hardwick, Mass. 01037. (413) 477-6659.

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

A POPULAR, solid bi-weekly full size paper, going weekly soon, adding second paper in nearby area Feb. 23rd. Troy, N.Y. area, goldmine area, small overhead, need partner for expansion, can guarantee \$800 per month, \$25,000, terms. (518) 235-3841.

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Plant for SALE or LEASE. Plant 28,000 sq. ft. Machinery consists of 56 page Goss letter press, with color hump two color fountains, four folders and two quarter folders. Composing room is complete with three Intertype machines. Stereotyping and complete photo engraving equipment. Machinery is set up and is in first class operating condition. Located in Springfield, Mass. one block from Interstate Highway. Inquire, attention of Charles L. Frank, Young Real Estate, 802 Main Street, Springfield, Mass. Tel: (413) 739-9641.

OFFSET WEEKLY—Gross \$75M. Circulation 3M. Lower Zone 2. Needs local owner/manager. Terms. Write Box 186, Editor & Publisher.

EXCELLENT BUY

Fastest growing Florida weekly shopping newspaper. 20,000 circulation. Signed contract for 1973 now over \$100,000 and still coming in excluding food and chain store steady placement. 1973 sales should exceed \$350,000. Fastest growing area in Florida West Coast. Low, low overhead. Must sell for outside business reasons. Excellent management available or ideal for family business. Price \$200,000. Reply Box 182, Editor & Publisher.

WASHINGTON STATE—Bright profitable, growing weekly, captive shopper, gross \$60M plus, letterpress and offset equipped, sell \$59M, health. Box 1404, Editor & Publisher.

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
(303) 279-6345

WESTERN SLOPE COLORADO offset weekly. Uses central plant. \$11,000 terms. \$2,000 down. Box 1729, Editor & Publisher.

NEWSPAPERS WANTED

TALK TO OUR GROUP of dedicated newspapermen about your newspaper. We're small (4 dailies, 5 weeklies) and have excellent credit and reputation. Interested primarily in dailies, minimum \$300,000 gross. E&P chart Areas 3, 4, or 6. Reply to Box 101, Editor & Publisher.

COUPLE wishes to purchase small weekly. We have money, much experience. What do you have? J. Saunders, 2006 Glen Ross Rd., Silver Spring, Md. 20910.

VETERAN WISCONSIN NEWSMAN, a Wisconsin native, wishes to buy Wisconsin weekly newspaper. Contact David J. Lippert, 1185 Elmwood Ave., Oshkosh, Wisc. 54901.

EXPERIENCED NEWSPAPERMEN would like to acquire several weeklies in Zone 4. If you have one for sale, write to Box 87, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.
P.O. Box 490, Gadsden, Ala.—35902
Ph: (205) 546-3356

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2 MONARCHS, 1 Elektron, all type operated and in good condition. 1 G-44 and assorted hot metal equipment including some display fonts and magazines. Also 1 Master model 35 etcher. Leon Howe — Herald-News — Joliet, Illinois (815) 726-6161.

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Complete composing system IBM MTST/MTSC, new condition. Locker Printing Equipment Co., 122 St. Van Houten Ave., Passaic, N.J. 07055. (201) 777-5985.

JUSTOWRITERS, rebuilt by Friden trained personnel. Large selection of type styles. Flexowriters—Input units for computers. FHN Business Products, 1500 Kings Highway, Cherry Hill, N.J. 08034 (AC 609) 428-3223

FOR SALE—PHOTON 560. Two disc with duplicates, twelve sizes—6, 8, 10, 12, 14, 18, 24, 30, 36, 48, 60, 72. Can be seen in operation now.

INTERTYPES—Three G-4-4's, one F-4-4, one F-4. All in good condition. ELROD—Model F, gas pot.

REMETL FURNACE — Gas, 2400 pound, Dumperin Power Lift.

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FOR SALE, make offer—1 Varityper 1010 with 36 fonts: 1 Savin 200 Photocopier (8" by any length); 1 Fairchild Electroset 430 Keyboard; 1 Photon 713 long-run magazine; and 1 Photon 713 4" Cassette. Call (202) 554-7325.

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CAN'T GO OFFSET? Letterpress better with imDurAluminum Base. 3444 Country Club Dr., Medina, Ohio 44256.

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ADDRESSOGRAPH SYSTEM—Complete, has handled 7 to 10M daily, excellent condition, reasonable. Contact: Dave Jeffers, Watertown Daily Times, Watertown, N.Y. 13601. Ph: (315) 782-1000.

MODEL T 101 B PAPER-BOY folding machine, New '67, not used since '70. Full details from Circulation Manager, Peru Tribune, Peru, Ind. 46970.

MATERIAL FOR SALE

SAVE MONEY on Handliner paper and litho films. Order from Natl. Publishers' Supply (NAPSCO), Berlin, Wisc., and 18 W. 22 St., N.Y., N.Y. 10010.

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Custom, coin-op newsracks increase street sales! Very attractive! \$50 each, 100 left! Mail inquiries to: Box 11307, Atlanta, Ga. 30310.

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II News King, 1966, Excellent	\$29,000.00
2 unit Thatcher Helical gear, 1971, like new	28,000.00
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All machines carry six months warranty. Price includes installation and instruction. Send for your free Econ-O-Web brochure: Color Decks, Perfector Presses, 4-Color CIC units. All designed and manufactured by:

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"LIKE NEW" CAN BE CONVERTED TO LETTER-FLEX. 20-page GOSS unit tubular 22 1/2" cut off with CLINE CONTROLS, 50hp and 5hp motors. Complete with curved plate caster and furnace. Flat cast and furnace. Curved router. Curved shaver. GOSS MAT former. 1800 gallon ink storage tank with pump and piping to each fountain. Can be seen in operation. Reason for sale, converted to offset. For information call (312) 671-2633, ask for Ed.

GOSS SUBURBAN 4 and 5 units.

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URBANITE QUARTER FOLDER — Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

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Wood heavy duty auto plate No. 2607, with 22 1/2" cutoff, used only two years . . . like new.

C. M. Kemp 10 ton electric metal pot with control board . . . oblong. Used only two years.

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LAKE ERIE DIRECTOMAT, front and back tables, Premier Shaver and all supporting equipment for complete set-up. Box 189, Editor & Publisher.

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IBM EXECUTIVE TYPEWRITERS—Reconditioned in IBM's factory and sealed. 3 day trial. Model C. \$432.50. Maintenance contract and lease/purchase available at extra charge. Call collect. (312) 327-8810. Buckingham Graphics, Inc., 1416 W. Roscoe St., Chicago, Ill. 60657.

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Help Wanted . . .

ACADEMIC

SOUTHERN UNIVERSITY Department of Journalism needs department chairman beginning Fall, 1978. Must have PhD degree in journalism or mass communications, significant teaching experience, solid professional experience. Prefer active scholar. Administrative experience desirable. Duties include: departmental administration, maintenance of relationship with state press, teaching in undergraduate and graduate programs. Salary competitive. Equal opportunity employer. Contact Dr. J. R. Hoar, Department of Journalism, University of Mississippi, University, Mississippi 38677. Phone (601) 232-7146.

ADMINISTRATIVE

PRODUCTION MANAGER—Our production manager is nearing retirement age. Opportunity for person who could handle unit shop through period of new equipment transition. Recently went cold type. Will be part of management team on this Area 1 daily of 35,000. Send salary requirements and complete resume in confidence to Box 129, Editor & Publisher.

ACQUISITION SPECIALIST

Metro daily in Zone 5 is creating a new position of Assistant Director in its expanding corporate development division. Must have participated actively in acquisitions and mergers and should have personally engaged in direct negotiations. Should have worked extensively on in-office analysis, long range planning and investment review. Complete resume and salary requirements to Box 220, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

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ECRM Inc., an innovative and growing manufacturer of computer based optical scanning systems is expanding its market support organization nationally. A growth opportunity is immediately available within the Los Angeles, Chicago, Atlanta and Dallas areas, for a professional with graphic arts background and EDP Systems experience. Salary commensurate with experience and ability.

Address resume to
Bruce McCullough,
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ECRM INC.

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IMMEDIATE OPENING for public relations minded circulator. Take full charge of two weeklies plus shopping guide in Monticello, New York. Reply to Southern New York Publishers, P.O. Box 352, Monticello, New York 12701.

CIRCULATION MANAGER

For progressive northern Minnesota 9,000 offset daily. Ideal opportunity for District Manager or number two person on small to medium size daily. Good salary, many fringes, plus bonus plan. Send complete resume to Box 181, Editor & Publisher.

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In Zone 5, covering a full range of duties with emphasis on route organization, economy, service, sales, promotion for newspaper with circulation of over 25,000, geared to rural market trading zone. Our candidate is responsible for 6 full time employees, staff/carryer training and ABC records. \$12-13,000 to start, with opportunity to grow based on performance and merit, plus a full range of company benefits. Box 225, Editor & Publisher.

CIRCULATION MANAGER for growing northwest Chicago suburban group. Will organize own department and build carrier system from ground up. Competitive salary paid to experienced energetic person ready to tackle challenge. Send resume to Box 145, Editor and Publisher.

CIRCULATION MANAGER for tri-weekly in competitive situation. Planning expansion. Must have experience and be willing to tackle work. Phone (615) 526-7161, ask for Mrs. Williams.

HELP WANTED

CIRCULATION

ZONE 4 PM daily has immediate opening for CIRCULATION MANAGER — "Ground floor" opportunity; 105 year old County Seat newspaper has been daily since May, 1871. Located in city of 22,500 adjacent to University. Public School system is strong academically — good environment to rear family; Within hours drive of metro city. Experienced, aggressive person of good character desired. Salary is open, opportunity unlimited. Send complete resume to Box 82, Editor & Publisher.

CIRCULATION MANAGER

Here's your chance to join a young aggressive management team in Aiken, South Carolina. If you are between 25 and 35, preferably, and willing to work hard we have the future you are looking for. Experience is desirable but not necessary, we will train the right person. Send complete resume including salary expectations to the Aiken Standard, Attention S.A. Cothran, P.O. Box 456, Aiken, S.C. 29801.

WE BELIEVE a circulation manager should command professional status and be a vocal member of the newspaper's management team. We are looking for professional people who are aggressive, educated and who are capable of learning and using new methods. Top salary, fringes. Write Bruce Blackwell, Hagadone Newspapers, P.O. Box 1178, Coeur d'Alene, Idaho 83814.

CIRCULATION MANAGER

Organize a new circulation department for a growing Northeastern Pennsylvania weekly newspaper. Experience essential. Competitive or better salary for energetic person who can successfully meet this challenge. We are a young newspaper with a young editor. Growth potential excellent. Send resume and salary expectations in confidence to The Wyoming Valley Observer, P.O. Box 256, Wyoming, Pa. 18644.

CIRCULATION DIRECTOR for a multi-paper weekly group with 200,000 circulation, located in Area 9. Must be thoroughly knowledgeable of controlled circulation and voluntary pay systems. Excellent income, benefit program and opportunity for future growth. Send complete resume to Box 217, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER — We are looking for someone who wants to build a strong future while developing a strong classified ad department. Growing, medium sized daily in Zone 8. This is a good opportunity for the right person. Send resume to Box 159, Editor & Publisher.

WANTED: The hottest. Classified manager in the U.S.A. Terrific opportunity. Major Midwest suburban chain. Must be promoter-idea person. Newspaper circulation 250,000. Shopper 450,000. 15-girl phone room, full street force. Right individual will increase volume by \$1,000,000 quickly! Write Box 227, Editor & Publisher.

COMPOSING ROOM

COMPOSING ROOM FOREMAN

Central plant producing number of papers needs qualified, experienced Foreman, to supervise steady flow from photo-composing equipment. Good climate, good salary, good benefits for qualified person with good references. Box 157, Editor & Publisher.

DISPLAY ADVERTISING

ISLAND LIVING: The Key West (Florida) Citizen offers opportunity for seasoned ad person who wants to live as well as to work. Base salary, incentive plan, life and health insurance, fringe benefits. Opportunity for advancement. Write Bill Gibb, P.O. Box 1120, Key West, Florida 33040.

HELP WANTED

DISPLAY ADVERTISING

W ENGLAND WEEKLY with wide circulation needs aggressive, creative, innovative business/advertising manager. Salary and fringes negotiable. Send resume to Providence, 184 Broad St., Providence, R.I. 02903.

FLORIDA DAILY GROUP wants experienced Display Advertising person with management experience for Sales Promotion Manager. Must have exceptional record and ability to organize and motivate. Give education, ground, references and anticipated salary in first letter. Box 156, Editor Publisher.

DISPLAY ADVERTISING

day advertising salesman with ability to sell and service accounts is wanted by successful and progressive evening daily, circulation 33M, part of a Mid-Nation op. Excellent starting salary, free medical insurance, profit sharing, life insurance, Christmas bonus, generous vacations. We prefer married men under 40. Real opportunity for a bright future in a pleasant community for a person with initiative and experience. Send resume, sample layout and copy with letter to Box 124, or Publisher.

DISPLAY ADVERTISING COUNSELOR

nt a challenge and a job? You can be both if you have successful ad sales experience, good team drive, enthusiasm.

an out-going interest in people, determination to succeed.

are a 6-afternoon offset paper with 80,000+ circulation in a friendly city 35,000 people. Our area is experiencing unusually rapid growth. try and bonus commensurate with ability, plus excellent fringe benefits. you'd like to come and grow with the Southeast's most progressive newspapers, please contact Tony Man- or Roger Sovde, Evening Herald, Box 11707, Rock Hill, S.C. 29730. te (803) 327-7161.

JE PRESIDENT/ADVERTISING for of the country's largest city daily newspaper groups, headquartered in a beautiful West Coast city. Excellent opportunity for person with strong advertising background and general management capabilities. Must thoroughly experienced in sales presentation, leadership and administration. Send complete resume to Box 1, Editor & Publisher.

GRESSIVE OFFSET NEWSPAPERS looking for advertising people who can handle good volume of business, center in major city as making initial contacts of established retailers in Area 2 and 9. Send resume to Box 179, Editor Publisher.

SISTANT MANAGER Memphis of newspaper representative firm. Salary \$15,000. Write Wallace Witmer, P.O. Box 4169, Memphis, Tenn. 38104.

LESMAN for Northern Illinois business in growing area. Salary plus commission. Good benefits. Send resume to Box 46, Rochelle, Illinois.

FLORIDA

VERTISING REPRESENTATIVE. long established statewide weekly newspaper. Must be thoroughly experienced in advertising sales, make rapid growth in circulation. Bright future in energetic, dependable, aggressive person, who wants to join our team. Work. Salary, expenses, commission, \$15,000 potential first year. Write Advertising Director, P.O. Box 367, Kendall Station, Miami, Florida 33156.

GENERAL ADVERTISING MANAGER needed for Michigan Metro Daily. The person we need has a degree and is presently Advertising Manager or Advertising Account Representative. We need you to help us in our outstanding record of success and would enjoy the \$10,000 income level and opportunity to equity. Send resume to Box 41, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

FASTEST GROWING DAILY in Southwest Florida needs real pro display salesman, self motivator, good layouts. Most beautiful city in Florida, situated directly on the Gulf. Write full details and financial requirements. Ted Hanauer, Retail Ad Manager, Naples Daily News, 1075 Central Ave., Naples, Fla. 33940.

EDITORIAL

REPORTER-PHOTOGRAPHER with experience, to handle general assignments, police, government, sports, for twice weekly newspaper of 60,000 circulation in clean, New Jersey shore area. We seek a professional for part of a growing 6-person news staff. Send resume, few clips, salary desired, to K. J. Moore, The Reporter Newspapers, Toms River, N.J. 08753.

STRINGERS needed for national library news magazine to provide news of library events in U.S. and Canada. Good pay. Send background, writing sample to Box 52, Editor & Publisher.

MANAGING EDITOR

Take charge of news operation of Mid-Ohio, 24,000, six-day, community minded paper. You will direct staff, oversee copy production, handle editorials, be community involved. City has many assets. Box 166, Editor & Publisher.

LEADING NATIONAL trade newspaper covering the electronics industry is looking for an alert editorial assistant with some experience in business reporting. Ideal growth opportunity for Metropolitan New York area resident. Send detailed resume with salary requirements to: James Lydon, Electronic News, 7 E. 12th St., New York, N.Y. 10003.

CITY EDITOR-IMMEDIATE OPENING NEAR PALM SPRINGS, CALIF. (714) 849-4586.

WANTED: Experienced deskman for large photo-oriented weekly. Must be strong on details, management potential and capable of volume work. Good benefits with excellent chance of advancement. Write McKay, c/o Suffolk Life, Montauk Highway, West Hampton, N.Y. 11977.

CITY EDITOR

We need an individual with 1 or more years desk experience. Good pay and strong on details, management potential and capable of volume work. Good benefits with excellent chance of advancement. Write McKay, c/o Suffolk Life, Montauk Highway, West Hampton, N.Y. 11977.

REPORTER WANTED

We're an under-50,000 circulation daily newspaper which delivers a prize-winning product afternoons and Sundays because of a skilled staff with high standards and a production crew using the most modern equipment. A Midwestern reporter with a flair for words, while giving the facts, faces a bright future with us. Computer-driven type setting, full-color photographic equipment, new offset presses and a major renovation of newsroom assures staffers of quality production in pleasant surroundings. Good starting pay plus Christmas bonus, full free life insurance coverage and profit sharing. Write Box 122, Editor & Publisher.

COPYEDITOR/REWRITER for Pennsylvania weekly. Excellent opportunity. Recent college graduate wanted. Must be strong on grammar, spelling, and editing. Pennsylvanian preferred. Send resume, references, and salary requirements to Box 110, Editor & Publisher.

GENERAL NEWS-FEATURE writer/reviewer for Pennsylvania weekly. Excellent opportunity. Must be able to help on sports occasionally. Recent journalism graduate with some experience desired. Pennsylvanian preferred. Send resume, references, and salary requirements to Box 127, Editor and Publisher.

HELP WANTED

EDITORIAL

REPORTERS-Need bright, aggressive reporters with 2 to 3 years solid experience for our 85,000 afternoon daily in a Big 10 university city. Send clips and resume to: Harold Fildey, Executive Editor, Lansing State Journal, Lansing, Mich. 48919.

GREAT OPPORTUNITY for smart, gutsy, energetic city hall type reporter. Fun, future, top pay. The Kentucky Post & Times-Star, Covington, Kentucky 41011.

MAJOR EDITORSHIP

Requires serious, progressive journalist with strong emphasis on professionalism and experience of demonstrated capability to run news operation of medium size California afternoon newspaper. First letter should include complete information. Box 222, Editor & Publisher.

NEWS EDITOR-Bright, accurate copy editor and staff motivator for fast growing 25,000 AM 7-day offset in 53,000 Zone 3 city to supervise city, area, copy and proof desks. Resume to Box 95, Editor & Publisher.

SOUTHERN CALIFORNIA

Evening daily of 26,000 is looking for two writers as staff additions:

One to share city hall reporting and develop in-depth, background features. Should have experience, enterprise and a lively writing style.

The other to cover neighboring "new town." Should have some educational reporting experience and talent for doing personality features. Ability to handle camera desirable but not essential.

Newspaper is offset, has won many awards for excellence and is published in an attractive new plant. Community is one of Southern California's finest living areas.

Please write (giving full information and salary requirements) to Ron Kenney, Times-Advocate, P.O. Box 1477, Escondido, Calif. 92025.

WE'RE LOOKING for a veteran newsman who's interested in a career writing position with one of Central Ohio's leading insurance firms. Salary range is \$12-14,000 with generous benefits. No-cost educational opportunities available. Box 142, Editor & Publisher.

SPORTS WRITER for aggressive 35,000 daily in Zone 3. Prefer one or two years experience, but will consider talented beginner. Excellent opportunity for advancement. Send resume, samples and salary requirements to Box 180, Editor & Publisher.

PALM TREES, sun-soaked beaches plus \$10,000 a year. That's our offer for energetic, eager, intelligent journalists who want to join America's biggest weekly newspaper located on Florida's sunny Gold Coast. He or she will deal with hundreds of correspondents all over the world, under direct supervision of a senior editor. Successful applicants must have at least 2 years reporting experience, imagination, tenacity, and willingness to learn. Applications to:

The National Enquirer, Inc.
Post Office Box 4264
Lantana, Florida 33462

EDITOR/REPORTER-Experienced in all facets of reporting, editing and makeup for respected weekly typeset newsletter with statewide circulation covering Midwest (Zone 3) state capital and legislature. Responsible for political coverage and interpretive reports on wide range of state issues. Send resume, letter, samples and salary requirements to Box 1717, Editor & Publisher.

EDITOR for group of semi-weekly suburban newspapers in Kansas City area. Need mature, experienced newsman and manager, preferably familiar with Kansas scene but not necessary. Full company benefits. Send resume to: Steve Rose, 550 W. 95 St. Overland Park, Kans. 66207. All replies confidential.

HELP WANTED

EDITORIAL

EXPERIENCED WRITERS. Deskmen needed by Zone 5 daily revamping its editorial department. Prefer journalists of 3 to 5 years experience seeking the opportunity for advancement. Reply in confidence to Box 172, Editor & Publisher.

EDITOR-Excellent spot on growth Michigan weekly operation for person experienced in all the basics, who can instill a greater awareness of real journalism in our communities and staff without losing touch with the smaller, important facets of readership, packaging it all with imagination and impact. Box 175, Editor & Publisher.

WOMEN'S EDITOR

WANTED: A person who cares, who can build a modern women's section and make it into an informative and provocative lifestyle part of the paper. The person we want for this growing 50,000 circulation paper is hands-up, bright and aware, and can put the accent on people and their interests to make these pages the best read in our paper. Chart your course. Send complete resume in confidence. Box 169, Editor & Publisher.

PERFORMANCE MAGAZINE is seeking professional journalist with ad experience. Interested send replies to Box 45, Editor & Publisher.

EXPERIENCED REPORTER, energetic and aggressive with a yen for demanding assignments and opportunity to grow with an outstanding 4-paper weekly organization. Contact Joe Collier, Elk Valley Times, Box 9, Fayetteville, Tenn. 37334. (615) 433-6151.

GROUP WIRE EDITOR

Select and edit national and international news and sports copy from several national wire services and the Lindsay-Schaub news wire. This material, along with copy from our state legislative correspondents, is filed to newspapers in our group.

We're looking for stability and several years wire editing experience. Excellent salary and benefits. Send resume to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

CITY EDITOR needed for Ohio daily. Must have nose for local news and ability to display it effectively on page one. Will be working with managing editor to build an attractive and editorially complete news package. Send resume, samples to Box 206, Editor & Publisher.

BUSINESS REPORTER

Evening-Sunday daily of 37,000 seeks aggressive reporter with interest and experience in business writing. Rapidly growing community in Portland metropolitan area. Prefer Northwest applicants. Send full resume to Kenneth Rystrom, managing editor, The Columbian, P.O. Box 180, Vancouver, Wash. 98660.

WE WANT ONE MORE REPORTER who can write. The kind of writer who makes readers wish there were two more graphs to his story. The kind of writer who can make the reader feel he knows the people being written about.

We want a writer who immerses himself in people stories, whether they're major series or three-paragraph brights.

If you're a reporter-writer—not just a legman, not just a budding novelist, and not a beginner, please—write us. We're a morning newspaper in upstate New York, a member of the Gannett group and an exciting paper to work for. Box 210, Editor & Publisher.

WANTED: Top quality reporter/deskman who would like managing editorship of several newspapers of widely known suburban weekly group in outstanding Area 2 metropolitan community. Ideal for 3-year person with talent, broad news and educational background and desire to enter management. Box 226, Editor & Publisher.

HELP WANTED EDITORIAL

ESTABLISHED WEEKLY trade newspaper seeking experienced individual, male or female, who can build a staff and handle entire editorial responsibility. Ronald Matzner, (201) 696-3000.

STATE GOVERNMENT EDITORIAL WRITING

Unique opportunity to join 7-man staff with wide range of responsibilities. These include coverage of Illinois State legislature, interpretation of state issues and preparation of editorials on state, national and international issues. Must have extensive reporting experience, advanced degree preferred. Send resume to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

MANAGING EDITOR

Shirt sleeves executive for top editorial spot on 25,000 Midwest daily where quality work is recognized and appreciated. Young staff needs a leader with imagination, judgment and drive to produce strong local and regional coverage. Should have editorial and layout experience with comparable or smaller daily; no PR ties, please. Box 221, Editor & Publisher.

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

HARD-WORKING manager for county-seat weekly. Need a dedicated person who can sell advertising, meet the public, take pictures, and write, and not afraid to work beyond 5. Starting salary is \$10,000 but there is good potential for profit-sharing to right person. Would consider man-wife team. Chart Area 5. Send resume to Box 212, Editor & Publisher.

COPY EDITOR

Morning newspaper in southern California needs experienced copy editor. Prefer someone with ability or potential to handle variety of desk responsibilities. Full details first letter. Norman Cherniss, Executive Editor, Press-Enterprise Co., Box 792, Riverside, Calif. 92502.

ENVIRONMENTAL WRITER to join interdisciplinary study team in the preparation of environmental impact statements. Suburban Washington, D.C., office of national consulting firm. Offers challenge of assessing major environmental controversial-public works projects. Contact with State and Federal agencies, as well as citizen conservation groups. Newsletter and other publications. Prefer journalism grad with experience in scientific writing and editing. Send resume to Box 196, Editor & Publisher.

WANTED: A BUILDER!

Ladies, are you looking for a job as a construction superintendent? Are you ambitious and capable, have a degree in journalism and 2-4 years experience in women's interest reporting? Are you ready to break new ground and build a modern new department for our paper, one that is devoted mainly, but not restricted, to news of interest to today's women? Can you design and produce a family living section that is relevant to today's world? Sound like you? Stake your claim to this exciting opportunity by writing Box 202, Editor & Publisher, giving complete resume and picture. Work samples and personal interview required for this equal employment opportunity in Zone 7.

WE NEED an experienced reporter and a solid copy editor to round out a growing, aggressive staff under new management. Rapidly expanding city of 50,000 with excellent recreational and cultural facilities and without the massive discomforts of giant urban centers. Send resume, references, and clips to John C. Ginn, Editor and Publisher, Jackson Sun, 245 W. Lafayette, Jackson, Tennessee 38301.

HELP WANTED EDITORIAL

COPY EDITOR—80,000-circulation evening and Sunday paper. High, demanding editing standards. Some experience. University town in attractive Upstate area. Write George R. Venizelos, Managing Editor, The Evening Press, Vestal Parkway East, Binghamton, N.Y. 13902.

EDITOR — Experienced, for newly formed weekly in Mid-Hudson Valley. Good writing skills and some knowledge of photography and layout desirable. Box 214, Editor & Publisher.

SPORTSWRITER needed by Illinois State Journal-Register. Emphasis is on local coverage, but opportunity exists for some college and professional coverage. Seeking person with some experience or a talented college grad. Duties will include writing and deskwork. Prefer applicants from Zones 3 and 5. Write or call Orval McGuire, Personnel Manager, 313 S. 6th St., Springfield, Ill. 62701. (217) 544-5711.

LAYOUT/PASTE-UP

MECHANICAL LAYOUT ARTIST, experienced in producing camera-ready newspaper advertising layouts with cold-type and repro mat services. Must be capable of volume. Call Mr. Slinger (813) 688-8508; or write 913 S. Florida Ave., Lakeland, Fla. 33803.

PHOTOGRAPHY

PHOTOGRAPHER/REPORTER needed by Ohio editor. Must have reporting ability to complement news staff when necessary. Creative, important, but secondary to getting the picture. Send clips, resume to Box 208, Editor & Publisher.

PRESSROOM

GOSS URBANITE PRESSMAN—Fully experienced to lead shift. Highest wages paid plus all fringe benefits. Young, growing plant located in northern New Jersey. Send resume to Box 89, Editor & Publisher.

PRESSROOM FOREMAN and Assistant Foreman for new 6-unit Urbanite. Excellent salary and benefits. Located in northern New Jersey. Looking for top quality person and willing to pay accordingly. Call Miss Melton collect: (201) 696-4222.

PRESSROOM FOREMAN, suburban daily letterpress. Total responsibility will be given to thoroughly experienced mature leader, Eastern United States. Good opportunity. Box 139, Editor & Publisher.

PRODUCTION

COMPOSING ROOM SUPERINTENDENT

A unique opportunity to join one of the finest major metropolitan newspapers. We are conducting a job search for an individual who can assume total responsibility for a large modern composing room which includes about 30 foremen. Our employees know of this search.

We seek an individual who has the experience—supervising a composing room of at least 200 people; in both hot metal and cold type; a thorough working knowledge of ITU contractors in directing and communicating reports and studies; in converting to new systems and procedures. Must be an honest and fair leader who can deal effectively with several levels of management.

We offer an opportunity for continued professional and financial growth, an outstanding benefit package including profit sharing, the challenge of a dynamic leader in the industry. Your reply will be held in strict confidence.

Box 200, Editor & Publisher.

HELP WANTED PRODUCTION

SYSTEMS ENGINEER—For metropolitan daily in area 6. Help develop new production systems for composition, platemaking and mailroom. Must have experience in computer typesetting programming and some experience in electronics. Chance to become part of management team. Confidential. Send resume to Box 229, Editor & Publisher.

PRODUCTION MANAGER for quality conscious daily newspaper in 100-200,000 circulation market. Area 6. Chance for person on way up. Need for exposure to new technology. Confidential. Resume to Box 75, Editor & Publisher.

PRODUCTION SUPERVISOR, offset composition and press, suburban newspapers, Area 2, 10-man shop. Box 224, Editor & Publisher.

PROMOTION

PROMOTION MANAGER wanted for Midwest metro daily (over 200,000 circulation). Ability to work with top management and plan long range Public Relations program. Identity will be protected. Resume and salary requirements to Box 73, Editor & Publisher.

PUBLIC RELATIONS

PUBLIC INFORMATION POSITION: Communications Director for major branch of a state government in the Midwest. Qualifications: at least 6 years' experience, combining newsman experience for a major news media and a public relations supervisory position. This key governmental department wants a pro to do an ethical, honest and competent reporting job. Salary \$18,000-\$22,500 range. Send confidential resume to Box 170, Editor and Publisher.

ACADEMIC

SOME HAVE MORE DEGREES, many have more experience, but few will work harder to teach students journalism than young instructor. Have studied or worked in most media areas. Seek 2-year or 4-year college position anytime in next year. Box 1516, Editor & Publisher.

ADMINISTRATIVE

BROAD-GAUGE newspaper executive, young, dynamic, seeks new challenge as publisher or general manager of weekly property. Experience in-depth in all phases management. Prefer Area 2. Write Box 191, Editor & Publisher.

GENERAL MANAGEMENT opportunity or Top Staff position. Experienced in small to medium (90,000 circulation) dailies, or Display, Classified, Management. Presently employed in medium market in key management. Top references as to competence and integrity. Any size market if opportunity is there. Prefer Zone 6-8. Write Box 197, Editor & Publisher.

GENERAL MANAGER/Advertising Manager of 200,000 weekly seeks a similar management position preferably in Zones 1,2,3,4. Can increase sales by personnel motivation and skill with large accounts. Box 216, Editor & Publisher.

PUBLISHER/GENERAL MANAGER experienced in all phases of daily, weekly and commercial operations including offset. Prefer Zone 9. Available now. Box 219, Editor & Publisher.

HELP WANTED PUBLIC RELATIONS

NEWS/FEATURE WRITER needed to head news service for national, New Jersey-based organization. College degree and solid news reporting and editing experience required. Send resume to Box 117, Editor & Publisher.

WRITER

HOSPITAL

Exciting career opportunity for experienced house organ writer in the Public Relations Department of a major teaching hospital center in Brooklyn. Responsibilities include reporting and total preparation of employee publications, press releases and related duties. Degree in Journalism or English preferred. This position offers a chance to specialize in the challenging field of hospital journalism.

METHODIST HOSPITAL OF BROOKLYN

523 63th St., Brooklyn 750-3319

D.C.—You have the basic journalism skills polished and are looking for new and exciting ways to use them. We want to communicate with our employees. This takes many forms but your basic job would be on our employee newspaper for openers. A company communicating with its employees sound dull to you? Don't apply. Sound interesting? Tell us about yourself. Box 188, Editor & Publisher.

SYNDICATE SALES

WE'RE LOOKING for a person interested in sports who already has access to, and reason for, calling on newspaper editors. This is a new and very salable sports feature. If you cover a lot of territory and are interested in selling our feature on a commission basis, Box 47, Editor & Publisher.

Positions Wanted...

ARTISTS

ARTIST, news orientation: illustrations, cartoons, maps, charts; newspaper and industrial experience; degree; administrative ability. In 61 year with major daily. Flexible. Box 215, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER, 8 years experience on 2 large metro state M-E-S newspapers seeks opening in Zones 4,5,6,8,9. Strong on boy promotion-Lit. Merch. system. Contact Box 161, Editor & Publisher.

A SUPERIOR CIRCULATOR

Quality young man, 27, single. Experience—Weekly saturation conversion, daily M.E.S. from 80 to 400,000. District Manager to Director. Seeks to investigate permanent growth opportunity, solid organization. Reply Box 79, Editor & Publisher.

CIRCULATION DIRECTOR—Over 20 years home delivery and street sales experience plus saturation programs and contract sales. No situation exists on large or small newspapers that haven't handled. Seeking right spot to use this experience. Title unimportant. Age 43. Box 113, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER: Now employed #1 in competitive market seeks warm climate on metro daily. Top credentials, top experience. Box 211, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

CLASSIFIED ADVERTISING

RESSIVE Classified Ad Manager 2,000 daily seeks more challenge, onisability and larger staff. Good nizer, hard worker. Willing to re-e. Box 190, Editor & Publisher.

PROFESSIONAL Classified linerage seeks position with progressive any. Thoroughly experienced in estate and automotive accounts. k record: 70% increase in contract age in 2 years with present em-er. My employer is now #1 in our s. I'm ready for a new challenge will guarantee results. Present in- come over \$15K (Zone 2). All I need is e hand and compensation for re- s. I will accept a position as your loyee or will contract my services ou for a minimum of 2 years. Box Editor & Publisher.

DISPLAY ADVERTISING

MANAGER, bachelor, 49, BJ, 24 s Southern weeklies, small dailies offest. \$200 draw. Areas 3, 4 and 6. 1886, Editor & Publisher.

MANAGER—daily—weekly. Strong s promotions—lay-out—with know- , and willing to work at it. Good rd. Seek challenge. Prefer Areas , 9. Box 176, Editor & Publisher.

TAIL ADVERTISING MANAGER, years experience in retail advertis- sales last 5 as retail advertising ager of competitive, high linage 00 circulation daily in 3 newspaper ket. Age 37, married, 2 children. y in Illinois, willing to relocate. y Vogeles, 5024 52nd Avenue, Mo- , Illinois 61265.

ED A RETAIL MANAGER OR AD DIRECTOR CAPABLE OF INCREASING SALES 18%?

ts what I've helped to accomplish 2 years as Assistant Retail Man- of one of the nation's top 20 ers in a highly competitive metro ket. At 55 I have 12 years experi- on 3 papers ranging from 20,000 350,000 circulation, last 6 years in agement. Salary desired 20M South Mid-West, 25M East or West Coast. 152, Editor & Publisher.

VERTISING SALESMAN-MAN-ER, producer with small daily and ropolitan experience. Good on copy, ut, selling, servicing, promotions. ege graduate. Replies confidential. 207, Editor & Publisher.

VENTION FLORIDA and Zone 4: ertising pro seeks relocation South. t copy, layout, art and sales presen- on. Outstanding record. Box 213, or & Publisher.

EDITORIAL

GRESSIVE, YOUNG newsmen with years experience on big city daily, looking for writing or editing job where in Zones 4 or 5. Box 167, or & Publisher.

YEARS REPORTING plus Masters, ale seeks job Southeast daily. Box , Editor & Publisher.

ITOR of major overseas daily, 31, s major reporting or editorial pos- cap distinguished foreign career. it U.S. February. Any area consid- d. Box 148, Editor & Publisher.

ISLAND-WIFE TEAM: now work- on 50,000 PM. Husband is slot- n, business editor: wife copy editor, s arts editor. Both young, degreed, licated. Box 63, Editor & Publisher.

PORTER ON LARGE METRO with years experience seeks job leading assistant city editor, city editor on rida daily. BA, MA. Box 96, Editor Publisher.

PERIENCED COMMUNICATOR, school grad (1946) seeks writing, ting or PR post. Prefer Zones ,9,5. Can mail 1-page resume. 740 p,5, Boulder, Colo. 80302.

DITOR & PUBLISHER

EDITORIAL

RECENT LIBERAL ARTS grad, 23, with professional reporting experience seeks reporter job, any Zone. Own car and camera. Resume and clips on request. Box 153, Editor & Publisher.

NEED A NO. 1 or 2 man in sports for 50,000 up paper? Hire 10-year metro vet, experienced all phases, move any- where. Box 109, Editor & Publisher.

5 YEARS EXPERIENCE, reporter, feature writer, cartoonist, copy editor, with large metro daily and wire service background, seeks news position. SDX member, apprenticed on smaller dailies. Will relocate in smaller community. Box 143, Editor & Publisher.

FEATURE WRITER—Female, 24, 3 years experience, family features, city news, journalism grad. Any area. Box 151, Editor & Publisher.

REPORTER-EDITOR for 15 years wants desk job in Zone 2, BA English. Best courthouse, government, schools, features, columns experience. Copy- reader, heads man. Looking for fu- ture. Box 144, Editor & Publisher.

COPY EDITOR—10 YEARS PR; 15 YEARS NEWSPAPER. BOX 150, EDITOR & PUBLISHER.

SLOTMAN of 50,000 Illinois daily; age 27; BS Economics; fast, innova- tive; accurate; valuable reporting ex- perience on all paper's major beats: current salary \$250 week. Box 59, Ed- itor & Publisher.

GOOD ALL-AROUND editor/writer/ manager with newspaper and magazine experience, now in campus publica- tions, wishes to relocate Santa Barbara, Calif. 93107.

NEWSMAN experienced in all phases, including 9 years as managing editor, and now writing for daily, seeks copy- desk and/or makeup work with North- east paper that uses its imagination and lives up to its potential. Good references. Box 164, Editor & Pub- lisher.

FEATURE WRITER

My realm is the lighter, off-beat side of the news. Presently on a respected 145,000 daily, but it's time to move. 28 and married, MA from prominent J-School. Excellent references. Box 140, Editor & Publisher.

TV CRITIC-COLUMNIST top metro, young, prolific, astute, witty. Want to relocate. Box 97, Editor & Publisher.

REPORTER, 33, 4 years on major metro, formerly with wire service, ex- perience in urban affairs, good fea- ture writer, knowledge of French and Russian. Clips and references on re- quest. Box 223, Editor & Publisher.

CHALLENGING OPPORTUNITY sought by professional, 36, with 13 years experience in newspaper report- ing and editing. West Coast preferred but would seriously consider other areas if challenge is right. Box 194, Editor & Publisher.

NEWSMAN, 30, seeks desk or report- ing job on PM daily, any size, in Zones 5, 6, 7, 8 or 9. Experienced (8 years) journalism grad, now a metro reporter. Box 201, Editor & Publisher.

LIVELY SPORTS writing style, 27-year-old wants college beat in Zones 2, 3, 5. Will start at bottom. Layout ex- perience. Box 195, Editor & Publisher.

VERSATILE, BRIGHT newsmen (26) now reporting with Midwest daily wants to join better paper. College grad with broad writing and editing experience. Size not important, looking for employer who insists on quality. Will relocate immediately. Box 205, Editor & Publisher.

COPY READER — Experienced rim man seeks post as copy editor. Box 209, Editor & Publisher.

EDITORIAL

FEATURES/SPORTS WRITER seeks relocation Zone 5,7,9. BJ-degree. Lay- out, editing experience. Now on rapid- ly growing Eastern daily. Prefer daily, rural area, college community. Box 51, Editor & Publisher.

14-YEAR NEWS PRO seeks career opportunity as editor, ME. Solid cre- dentials with special flair for innova- tive makeup. Write P.O. Box 8190, Washington, D.C. 20024.

EDITOR—MA in writing, formerly editorial assistant N.Y. Times, as- sistant editor New Leader, presently college instructor. First novel just published, editor of literar magazine. Desire editorial position in Los Angeles or San Francisco area. Box 114, Ed- itor & Publisher.

COPY EDITOR, fed up with pedestrian leadership and product, stuck regard- ing future and pay, seeks rim, assist- ant city editor slot on metropolitan daily, editor spot on smaller daily in lively area. Extensive background. Box 177, Editor & Publisher.

YOUR LONDON GAL—Reporter, 6 years experience including big city daily moving to London where I'll be your hard-working news or PR gal. Box 183, Editor & Publisher.

JANUARY GRAD with experience on college paper as newswriter, features and copy editor seeks position in Zone 1 or 2. Box 187, Editor & Publisher.

FREELANCE

FREELANCE WRITER: Traveling Southeast Asia, Indian sub continent, Mid-East, Africa seeks assignments. Box 218, Editor & Publisher.

LIBRARIANS

LIBRARIAN, MLS, experienced or- ganizing news libraries, former re- porter. Box 125, Editor & Publisher.

PHOTOGRAPHY

CREATIVE, DEDICATED pro wants photo job where quality counts. Ver- satile reporter wife needs job too, but not as badly. Anywhere. Box 155, Editor & Publisher.

PHOTOJOURNALIST: Recent gradu- ate (BA San Jose State University) seeks creative, challenging work in any Zone. Have metro experience as well as own equipment and portfolio. Available now and willing to go any- where. Marilyn K. Yee, 148 E. Wil- liam, #2, San Jose, Calif. 95112, (408) 294-5705.

PHOTOGRAPHY

PHOTOJOURNALIST, some feature writing. Photographer of the year state and NPFA regional. Penney Missouri photo contest winner. Wish to relocate in Zones 1, 2 or 3. Box 163, Editor & Publisher.

YOUNG CREATIVE PHOTOGRAPHER experienced in all areas of news pho- tography seeks position on progressive photo-oriented daily. BS degree and feature specialty. Resume on request. Zone 8,9. Box 107, Editor & Publisher.

PHOTOGRAPHER — Background in hard news and artistic features. As- sociated with Eastern daily over 60,000. Young with writing ability. Willing to relocate. Prefer suburban progressive daily. Box 204, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGER

Strong, capable assistant production manager of above-100,000 publication desires opportunity to contribute more. Competent, healthy people above me in organization make change necessary for personal progress. Experienced in advertising, mechanical and labor re- lations. Especially able in composing area using photocomp, computers, scanners and editing terminals. Prefer Areas 3, 4, 6 but will consider any area. Con- fidences respected. Box 184, Editor & Publisher.

WISH TO RELOCATE as Production Manager or Assistant Production Man- ager. Experienced in most production departments, especially composing room: hot type. Photo-composition or conversion to cold type. ITU law and labor relations. Excellent production record, good references, presently em- ployed. Box 193, Editor & Publisher.

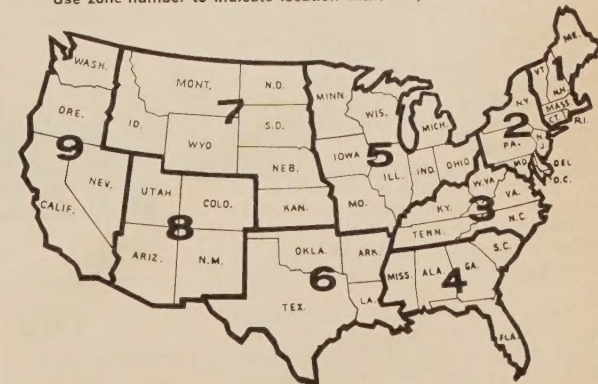
PUBLIC RELATIONS

FIRE-UP for crack at PR. Strong, diverse reporting background for mid- size daily. Awards. Could make in- ternal publication come alive. J-grad, 24. Resume, clips on request. Prefer Zones 3, 4, 6, 8. Box 185, Editor & Publisher.

AGGRESSIVE YOUNG MA Journal- ism graduate seeks challenging job in public relations. Presently employed in corporate public relations department. Experience includes editing newsletters and house organs, reporting, univer- sity publications and photography. Married, 27-year-old ex-Marine infan- try officer desires corporate, agency or institutional work. Salary and growth potential must be attractive. Available June 1. Box 228, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Robert U. Brown

IAPA looks at U.S.

The Inter American Press Association for more than 20 years has challenged Latin American governments of various stripes for their attempts to control and suppress press freedom as well as other liberties in their countries.

It is unusual when this organization has to turn its attention northward to the U.S.

Last week the IAPA executive committee meeting in Panama took special note of the jailing of newsmen in the U.S. and the numerous attempts to force newsmen, under the threat of contempt of court, to disclose sources and information and said it would be "unfaithful to IAPA principles if it did not deplore the imprisonment of journalists in the U.S. and urge that Congress prohibit by law a device heretofore associated with dictatorships and Marxists but not that defender of freedom, the U.S."

The concern of the IAPA group is that what happens in the U.S., which it called the "cradle of modern democratic freedom and processes, where the right to publish freely is the most significant part of a great tradition," will have a serious influence on events in the rest of the hemisphere. It is well-known that the press in many other countries is in serious difficulties with governments that wish to control or suppress it.

"Throughout its history," the IAPA report said, "the United States has extended its influence on other nations, not so much through what it has done abroad as through what it has done at home. The men to whom the U.S. owes its existence intended to create a new kind of society and government for the benefit not only of Americans but all mankind. They offered their country as a model for other nations to emulate. The U.S., to quote Thomas Paine, 'made a stand not for herself only, but for the world, and looked beyond the advantages which she could receive.'"

"Thus, any tide of reaction and repression in the U.S.—no matter how temporary it may prove to be in the long run—should worry all men who enjoy or aspire to enjoy freedom all over the world. Therefore, our most cherished hope is that eventually the men at the helm of the U.S. government will prove, as the *New York Times* recently said in one of many editorials on this subject, 'faithful to the fundamental principles that a free press, however irritating and even occasionally unfair to those in positions of power, is indispensable to a free society.'"

The IAPA has traditionally believed that press laws should be avoided at all cost because of the almost impossible task of phrasing words that cannot be misinterpreted or twisted. It has believed in the principle that "the best press law is no law."

It was a break with tradition, therefore, that the IAPA executive committee in a special resolution said that "events in the U.S. raise the need for a law to protect press freedom in a nation which has en-

joyed such freedom, since its founding nearly 200 years ago, without such a law." It said the cause of freedom in the U.S. and in the whole world "will be well served if the Congress provides a defense against abridgement of a free press by the judiciary, under the stimulation of the Executive branch, which the Congress is being urged to do through the enactment of legislation which will end a situation in which a journalist is given the choice of disclosing his confidential information and its sources or being imprisoned.

"Congress itself is enjoined in the First Amendment against making a law abridging a free press," the resolution said. "It is, however, in the other two branches, without a law by Congress, that the present threat of abridgement has come.

"The Executive branch, responsible for law enforcement, seeks to annex the information-gathering forces of the press for the assembling and disclosure of evidence. The Judiciary, through jailing of newsmen who will not tell, seeks disclosure by force of confidential information and its sources, information obtained on behalf of the right of the people to know.

"Such information and the sources have heretofore been regarded as shielded so that the press is not shut off from policing, through open disclosure and public opinion, the integrity of all three branches of government."

In a review of the press situation elsewhere in the hemisphere, the IAPA Committee on Freedom of the Press noted:

Nothing has changed in Cuba, the darkest spot on the map.

The Haitian press is a complete captive of the government.

In Panama, where the government claims freedom exists, there is an "unusual coincidence of views (in the press) on political, social and economic matters rarely found in countries where a free and independent press exists."

In Paraguay press control continues under censorship.

In Brazil, only a few newspapers are under direct censorship yet journalists are far from free. Four newsmen are in jail accused of "subversive activities." Julio de Mesquita Neto, publisher of *O Estado*

of Sao Paulo, second vice president of IAPA, is under government "investigation" for publishing a story previously okayed by censors.

In Chile, the government continues its efforts to take over the only private manufacturer of newsprint.

In Peru, the newspapers are under pressure from the government.

The government of Ecuador has decreed newspapers must print all government press releases.

In Uruguay, the country lives under "state of siege."

And so the report goes from country to country—very few bright spots.

After reviewing the situation in the U.S., one Latin American member of the IAPA executive committee looked at his associates from the U.S. and said: "Welcome to the group."

Bernstein and Woodward win H. Broun award

The Newspaper Guild's 1972 Heywood Broun Award for journalistic achievement was presented Monday (January 29) to Carl Bernstein and Bob Woodward, reporters for the *Washington (D.C.) Post*.

The award was given for their series of articles on political espionage in the 1972 campaigns, including the bugging of Democratic National Committee Headquarters at the Watergate.

Bernstein and Woodward, who earlier received the Drew Pearson Foundation award for investigative reporting, were cited by the Guild for "enormous odds against which they had worked—secrecy, implicit administration intimidation of potential sources, explicit verbal attack upon the reporters' credibility and that of the newspaper, its owners and its editors" by the judges.

The Broun Award is presented annually. It is named after the late Heywood Broun, the Guild's founder and first president. The winner receives a cash award of \$1000.

Cited by the Guild for honorable mention in the Broun competition were: Richard Krantz and Steve Higgins, *St. Louis Globe-Democrat* for a series exposing corruption in the city's traffic courts; William Heffernan, *Buffalo Courier-Express* for an investigation into the corruption of the city's government; and Robert Shaw, *Miami Herald* for a series on retarded children.

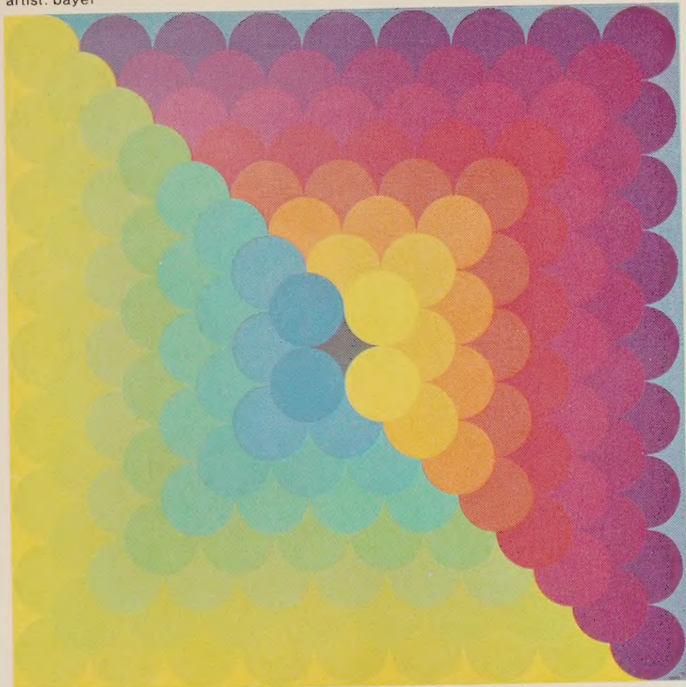
CONGRESSMEN READ IT . . . BELIEVE IT

and so do nearly a million others.

The Washington Star-News

artist: bayer

chromatic amassment



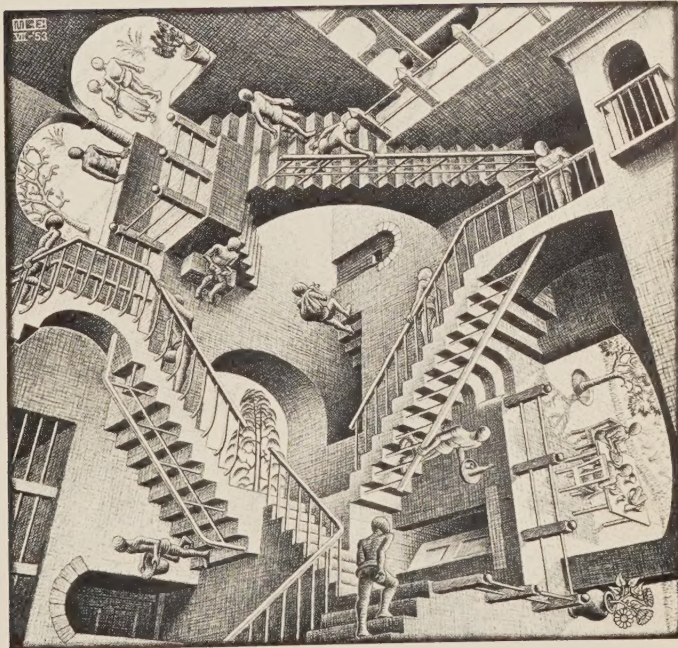
The ideal

A society in balance. A healthy, well housed, fully employed peacetime population—with clear air, clean water and equal opportunity for everyone.

The real

We move in different directions, disregarding our neighbor's goal. We dilute our efforts. We fail to reach the equilibrium our strength could give us.

artist: escher



Achieving national goals requires a balanced effort. We must continue to seek new ways to reduce air and water pollution... raise the standard of living of men and women whose potential contribution to society is not being realized... and maintain a sound economy, which will be necessary to achieve environmental and social goals.

Above all, we must broaden our perspective to weigh all our goals in making decisions. For these goals are interrelated. We cannot afford to pursue any one of them at the cost of another.

AtlanticRichfieldCompany ♦

Deadline for entering the ninth annual Edward J. Meeman Conservation Awards is February 15. Sponsored by The Scripps-Howard Foundation, the competition recognizes U.S. newspapermen and women for outstanding work in the field of conservation.

Entries may deal with air, soil, forests, vegetation, wildlife, overpopulation, technology, and recycling. Articles, as well as photo essays and cartoons, are eligible if published in a newspaper in 1972.

Prize monies total \$10,000 with a first prize of \$2,500.

No entry blank is required. To submit an entry, include a nominating letter with a representative sampling of material. Entries must be postmarked no later than February 15, and should be sent to:

Scripps-Howard Foundation

200 Park Avenue, New York, N.Y. 10017



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THURSDAY

15

FEB. 1973

*Last day to mail
Meeman Awards
entry!*